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THE NATIONAL NEWSPAPER OF MARKETING

'Too Small' 2 Years Ago . .

American Airlines Touches Wheels to DDB Runway

Agency Also Will Add Int'l Silver from Y&R; Might Get Burlington

NEW YORK, June 1—Doyle Dane Bernbach Inc., an agency which flies under the flag of creativity, celebrated its 12th birthday today and—as usual—there were plenty of presents on hand.

The agency will take over the American Airlines account on Aug. 16.

Next year it will take over the International Silver account.

Finally, it is in the running for the corporate advertising of Burlington Industries.

American bills $6,000,000; International Silver $1,000,000. Both are out of Young & Rubicam. Burlington's $500,000 corporate billings are now at J. M. Mathes Inc.

▪ When American changed agencies two years ago, DDB was one of the agencies seen by the advertiser. The airline informed the agency then that it was too small. At that time DDB was billing $22,000,000.

In the intervening two years DDB has done a good deal to elim-

(Continued on Page 92)

Advertisers Like Delaware Dailies' Single-Rate Plan

But Reactions of Others to Direct-Buy Aspect of Plan Vary Considerably

NEW YORK, June 2—The decision by the News-Journal Co., Wilmington, Del., to (1) close the gap between national and retail newspaper rates, and (2) allow anyone—advertiser or agency—to buy direct (AA, May 29), caused these reactions among the nation's top newspaper users:

• **1.** The leaders were unanimous in their praise of the rate-gap scrapping, which on July 1 will permit a national advertiser to buy space at the same price paid by retailers; it will be up to agencies to add commissions.

• **2.** The direct-buy aspect of the Wilmington plan will not foster the by-passing of agencies—but it could lead to fee setups instead of commissions.

• **3.** It is too early to assess the influence, on newspaper buying programs, of any widespread adoption of either the retail-flavored or direct-buy ends of the Delaware dailies' formula.

These were some sentiments of companies which last year bought $145,334,518 in newspaper space—or about 18% of the $782,149,000

(Continued on Page 12)

Lower Prices Would Boost Sponsorship of Quality TV: Eaton

NEW YORK, June 2—What practical steps can be taken to make it economically feasible for advertisers to sponsor more blue ribbon network television programming?

This industry puzzler has been getting a good deal of thought lately from Howard Eaton, media director of Lever Bros. and chairman of the broadcast advertising committee of the Assn. of National Advertisers. He is in the forefront of ANA's efforts to find ways of doing what everybody seems to agree should be done.

The ANA has already held one informal session with Gov. LeRoy Collins, head of the National Assn. of Broadcasters, and plans other sessions with the NAB, the networks and other interested parties (AA, May 29).

▪ Mr. Eaton told ADVERTISING AGE that two basic considerations "are obvious to advertisers, but not always to others: (1) This is still a free economy, and (2) advertising is a tool of business that must operate within that free economy."

Mr. Eaton said advertising dollars must be spent for the gain of the corporation concerned and not for any one else's, though in the process of spending the money other people are benefited.

He added that advertisers, as users of the medium, are concerned with keeping it healthy, and, as individuals and corporations, are concerned with the status of tv programming. He said advertisers he had talked to are interested in seeing what can be done to support Gov. Collins' blue ribbon programming concept, if the "act of doing so is not counter to normal business objectives."

▪ Since cultural, informational, documentary-type fare normally draws smaller audiences than entertainment, the dilemma is how to program blue ribbon telecasts regularly on a sponsored basis. The crux of the issue is that most advertisers are unwilling to pay

(Continued on Page 2)

Armstrong Unit Shifts to BBDO From Ogilvy Shop

With Building Products BBDO Has Whole Account; Also Adds Lone Star Gas

LANCASTER, PA., June 2—Armstrong Cork Co. today consolidated the fifth portion of its five-part account at Batten, Barton, Durstine & Osborn, "for reasons of efficiency."

The company awarded BBDO its building products division, which had been handled by Ogilvy, Benson & Mather since 1957. Other Armstrong divisions already in the BBDO fold are the floor division, which Mr. Armstrong himself handed to the agency in 1917, and the packaging, industrial, and in-

(Continued on Page 92)

IS THIS HOW YOU LOOK TO YOUR AUTO INSURANCE COMPANY?

ECONOMY PLUS

TEST—*Fireman's Fund Insurance Co., San Francisco, launches its test for its Economy Plus line of insurance in the Louisville area with the above newspaper ad. Tv and radio will be used. The campaign is being handled by Richard N. Meltzer Advertising.*

Twiggs Libel Suit Asks $900,000 of C&W, Two Execs

Complaint Says Execs Called Him Unbalanced; Newell, Dailey in Denials

LOS ANGELES, June 1—The vp and general manager of the Los Angeles office of Cunningham & Walsh has filed a court action here charging his agency and two of its senior executives with slander.

In a complaint filed in superior court yesterday, the plaintiff, Reginald W. Twiggs—who officially has been on a leave of absence from C&W since May 1—charged the agency's president, Robert R. Newell, and its West Coast exec vp, Robert W. Dailey, with slandering

(Continued on Page 12)

Ad World in Microcosm . . .

AFA Hears Ad Woes Attributed to Boring Ads, Deceit, Weak Self Rule

Adman Zern Startles AFA Session by Advocating More Government Control

For other news and pictures of the AFA convention, see Pages 8, 15, 80, 84, 99 and 100.

WASHINGTON, May 31—"The right to advertise does not carry with it the right to deceive, the right to misinform; and above all, today, it doesn't include the right to bore—to bore the blazes out of 170,000,000 Americans."

With this volley by John P. Cunningham, chairman of Cunningham & Walsh, New York, Advertising Federation of America rang down the curtain on its 57th annual convention, a convention heavily flavored by discussion of the rights and responsibilities of advertisers.

As AFA sensed a "rising tide" of hostile opinion toward advertising, Burton E. Hotvedt, vp, the Brady Co., and chairman of the association's legislative alertment committee, saw a "tinder box climate," where "a single significantly bad marketing effort could cause a conflagration."

He pinned advertising's troubles on "superficially researched" best sellers and hostile government officials.

"The advertising industry has been kicked around long enough," he argued.

▪ "We are stronger and better because of the battle," he said. "But it has only been a battle—we must remain armored for a continuous war."

Speakers emphasized the measures of self regulation that have been revitalized in all branches of advertising in the past two years. Special praise was heaped on the Cleveland plan, where the advertising club has been using large space newspaper ads inviting the public to record its objections to specific ads (AA, May 15).

Foremost on AFA's mind were proposals that the Federal Trade Commission use injunctions to stop ads while they are under attack. Citing "earnest and effective" measures of self regulation by the industry and improved enforcement of existing law, AFA declared "no additional governmental controls are warranted at this time."

▪ AFA also renewed its support for the Boggs bill (H.R. 640), assuring tax deductibility for institutional advertising. It termed this a bill to protect the right of free speech and urged members to register their opinions with their congressmen.

During its three-day meetings, AFA got a variety of opinions about self regulation, including some from skeptics who took a dim view of the whole subject. A sample of the range of viewpoints included:

• **Colston E. Warne**, president of Consumers Union. He said Consumers Union owes its birth and growth to the fact that advertising has failed to provide sufficiently accurate and trustworthy product guidance.

• **Dexter M. Keezer**, McGraw-Hill: In this economy of abundance, the art of selling is a basic economic process. This truth is not altered by occasional deceit or flimflam.

• **Edward Zern**, vp, Geyer, Morey, Madden & Ballard, New York. As the dissenting member of a panel generally oriented to attacks on government regulation, he said he favors "continued—and increased

(Continued on Page 99)

Agencies Share Blame for False Ads: Murphy

Bob Kennedy, Dixon, Kefauver Also Speak Out at Management Session

NEW YORK, June 2—A Federal Trade Commission attorney warned of "increased vigor and speedy action" on misleading advertising and said that ethical advertising "primarily begins within the creative facilities of the advertising agency and the advertiser."

Daniel J. Murphy, assistant director of the FTC's bureau of litigation, told an American Management Assn. meeting here that "it is our opinion that the advertising agency which creates, develops and profits by [misleading advertising] is equally responsible with the advertiser." He added that public confidence in advertising must not be destroyed "by the use of de-

(Continued on Page 91)

Last Minute News Flashes

Planters Nut, Libby Frozen Foods Shift to JWT

NEW YORK, June 2—Planters Nut & Chocolate Co., Wilkes-Barre, Pa., acquired by Standard Brands last July, has switched its account—billing between $700,000 and $1,000,000—from Don Kemper Co., New York, to J. Walter Thompson Co., effective Aug. 31. JWT handles Fleischmann's yeast, Tender Leaf tea and Chase & Sanborn coffee for Standard Brands. In Chicago, Libby, McNeill & Libby will switch its frozen foods account, which billed about $100,000 last year, from Batten, Barton, Durstine & Osborn to Thompson, effective about July 1.

Kraft Industrial Products to Clinton E. Frank

CHICAGO, June 2—Kraft Foods division of National Dairy Products has placed its industrial products advertising, which includes agricultural as well as edible products, with Clinton E. Frank Inc., effective with 1962 campaigns. Needham, Louis & Brorby, which handled the industrial products, continues to handle all Kraft margarines, jellies and preserves, and Kraft oil. The industrial account is described by Kraft as totaling "somewhere between $500,000 and $1,000,000."

Gillette Shifts TV Strategy in Kennedy News Buy

BOSTON, June 2—Gillette Safety Razor Co., after watching the first show, bought the other five (June 1-5) nightly ABC-TV specials covering President Kennedy's meetings with Gen. de Gaulle and Premier Khrushchev. Maxon Inc. is the agency.

(Additional News Flashes on Page 91)

AMF Shifts Ad Stress from TV Into Magazines

NEW YORK, June 1—A four-color gatefold in *Look's* June 20 issue will herald an ad strategy switch by American Machine & Foundry Co., which is moving its corporate advertising out of tv into print media.

The first hint of the switch came with a color page in *Life* last Christmas, a catalog-style ad featuring AMF products. Currently, *Look* is the only magazine definitely booked, but AMF plans using *McCall's* next September and November, and The *New Yorker* some time in the fall.

AMF's budget, which for the remainder of the year amounts to $750,000, was 90% in television in 1960. Last year, AMF put on three tv science specials, the hour-long "Tomorrow" series.

The switch to print marks the company's intention to take a stronger merchandising approach. AMF plans to be less institutional —"We are trying to sell our products and less of our company," a spokesman said.

▪ The *Look* ad uses the AMF trademark with each subsidiary brand name. The ad also offers a free booklet, "AMF Guide to Family Fun," providing information on new models and styles of pleasure products.

Cunningham & Walsh is the agency. =

Why will you find
Quality is the extra in
Rheingold
Extra Dry

CLEAN, DRY—*Rheingold is using newspaper ads like this to tell its quality story in New England.*

Rheingold Seeks to Dominate via Dailies in New England Push

BOSTON, June 1—Liebmann Breweries will launch a newspaper blitz Monday in a bid to blow the froth off the beer business here.

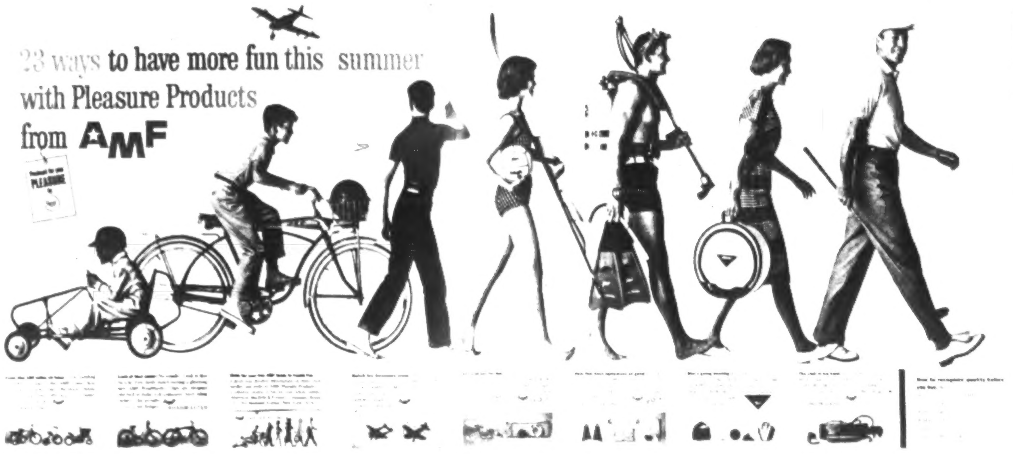
The campaign was devised by Liebmann's new local agency, Campbell, Emery, Haughey & Lutkins, which got a slice of the business from the regular Rheingold agency, Foote, Cone & Belding, New York.

The campaign will see an "unprecedented" use of newspapers in the Boston area. Except for modest changes and brief hiatuses, the newspaper blast will run through the year.

▪ Rheingold will use Boston's three daily newspapers, the *Record American*, the *Herald-Traveler* and the *Globe*, each of which publishes morning and afternoon editions. Ads will be in at least one edition, Monday through Friday, each week.

According to William Haughey,

(Continued on Page 92)


23 ways to have more fun this summer
with Pleasure Products
from AMF

GATEFOLD: *This is American Machine & Foundry's three-page gatefold, scheduled for Look June 20.*

Lower Prices Would Boost Sponsorship of Quality TV: Eaton

(Continued from Page 1)

as much or more to reach a small audience as to reach a large one, it was explained.

Here are some areas Mr. Eaton said might be explored:

1. Re-runs. Amortize program costs over several re-runs. The normal documentary runs around $175,000, or higher than the average hour entertainment package price of about $130,000. For minimal additional program costs, the prime time original program might be re-run once in prime time, once in the daytime and once on Sunday afternoon, for example. Such re-runs would be valuable since 85% to 95% of the audience probably would have missed the first run, and the repeats should gain from word-of-mouth support. With time charges, a $175,000 documentary would cost about $300,000.

2. Station responsibility. Stations should carry some quality programming without compensation as part of their responsibility as licensees. The sponsor, who would get his usual amount of commercial time, would pay the full cost of producing these shows and getting them to the station, but he would pay no time charges. If quality shows are going to be competitive buys, they must come in at a price of $13,000 to $18,000 per commercial minute, as contrasted with the $30,000 to $32,000 per commercial minute paid for mass appeal evening attractions.

Blue ribbon programming appears to be vital to a licensee who wants to hold onto his license. Such programming would serve as a demonstration to the FCC that the station is operating in the public interest, while the mass entertainment shows would provide the source of profit.

3. Quality audience studies. Step up efforts to find out whether these so-called quality shows really produce quality audiences that are more important to the advertiser than the people who watch popular high rating shows. Nobody really knows at this stage; the answer seems to be sometimes yes and sometimes no. If investigations show the higher income, higher educated quality audiences to be more valuable to an advertiser, then he may find that even costlier (per 1,000) buys are sound.

4. Tax relief. Investigate the possibility of tax relief incentives. The federal government has the power to further projects it deems desirable through tax relief. Perhaps there may be ways to provide some tax relief to those networks and or stations which have to take a financial beating on such programming.

▪ Telecasters, who in recent years have picked up increased public affairs advertising support from such company-image minded sponsors as Bell & Howell, Firestone Tire & Rubber Co. and Purex, can be expected to react coolly to Mr. Eaton's formula for repricing blue ribbon programming. They undoubtedly will find it difficult to see the advantage of having unpaid commercials, which would count against their commercial time, on the FCC logs, on the cream of their schedule. =

Didn't Claim 'Fastest' Relief, Say Aspirin Marketers; Only That Nothing Else Is Faster

WASHINGTON, June 1—Plough Inc. and Sterling Drug today filed official answers denying that they used false ads for St. Joseph and Bayer aspirin, respectively.

The two companies were among four leading marketers of analgesic products which were involved in a series of FTC complaints last March. The complaints charged that each company claimed its analgesic was the "fastest," whereas none was faster than another (AA, March 20). Makers of Anacin and Bufferin already have filed their official denials.

- Sterling said its ads for Bayer simply promised that no competitive product available to the general public provides faster relief.
- St. Joseph said also that no competing products were faster. It also stressed use of the word "ready" in the expression "ready to go to work." This is based on the fact that "St. Joseph disintegrates faster than any other leading over-the-counter analgesic," St. Joseph said.

TV Debases U. S. Character, Says Ex-CBS VP Day

WASHINGTON, June 1—A group of intellectuals meeting here under sponsorship of the Fund for the Republic heard a former tv executive say today that mass media have "debased American culture and the American character instead of elevating it."

John F. Day, former CBS vp, said tv's effect has been "more malignant" because it has the greatest impact. However, he said newspapers, with a few notable exceptions, offer "uniform monotony of journalistic mediocrity." Mr. Day is now manager of New York's educational radio station, WBAI.

As a device for improving tv, Mr. Day suggested a permanent citizens' commission to review and appraise station performance. He also recommended more specific licensing standards for stations and licensing of networks by the Federal Communications Commission.

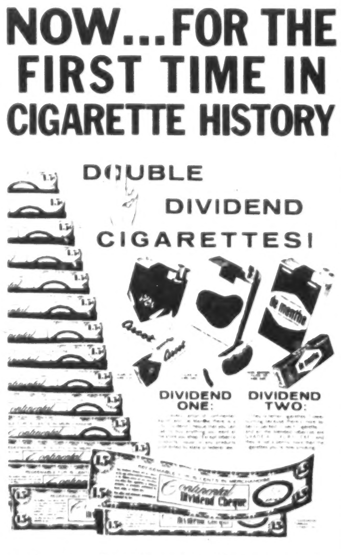
▪ Aside from the diet of escapism, he criticized the tendency to stereotype people and "to leave the mass audience with an impoverished, shallow, ultimately betraying conception of the real world."

"It is incredible to me that broadcasters can report proudly that 50,000,000 people spend between five and six hours a day watching tv and yet maintain that tv is not in part responsible for what the American people are, or like, today," he said.

The group also became involved in a discussion of business ethics. Edward L. Cushman, vp, American Motors Corp., said business ethics are higher than they have ever been. But Perry Miller, Harvard professor, retorted that whenever reforms are imposed on business, it pretends it favored them all along. Henry S. Commager, historian, said he believes immoral practices of corporations are more widespread now. =

Approved Medical to Kahn

Approved Medical Supply Service, Chicago, has appointed Robert Kahn & Associates, Chicago, as its first agency.


NOW...FOR THE FIRST TIME IN CIGARETTE HISTORY
DOUBLE DIVIDEND CIGARETTES!
DIVIDEND ONE:
DIVIDEND TWO:
Continental Dividend Cheque

TEST AD—*Continental Tobacco Co., Huntington, W.Va., is using ads like this in Detroit dailies for its three king-size cigarets (AA, May 22). Radio and tv spots will be used also in the six-week test. Ritter, Sanford, Miller & Kampf, New York, prepared the ads, which are being placed in Detroit by Garfield Advertising Associates.*

Highlights of This Week's Issue

In this issue, on Page 42, ADVERTISING AGE *presents a tabular summary of the top 100 advertisers in major media of 1960, listing expenditures. Sources used for the compilation were Bureau of Advertising, American Newspaper Publishers Assn.; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising, and Outdoor Advertising Inc.*

Fulton, Morrissey Co. initiates Blue Sky contest in an effort to stimulate new creative advertising and merchandising ideas for its clients. **Page 4**

Harry W. McMahan, tv consultant, suggests the public be educated on the value of advertising by means of talks based on television commercials. **Page 8**

Clark Oil & Refining uses voices of Hollywood stars for 13-week spot radio promotion. **Page 24**

Joseph B. Scholnick, director of public relations, Brown-Forman Distillers Corp., blasts confusing state and federal laws governing the advertising and sales of liquor. **Page 26**

Elizabeth Arden Sales Corp. uses radio and print to promote its cosmetics. **Page 30**

Business Week study measures six "apperceptive values." **Page 37**

Warner Bros. campaign aims at a new look for corset ads and a new name for corset departments. **Page 40**

Twelve newspapers sign to distribute Asia Magazine, English-language supplement to be launched next October. **Page 44**

Centralization of all Chrysler Corp. network tv activities indicates a cutback of up to $15,000,000 in Chrysler tv advertising spending. **Page 54**

Kenneth Groesbeck, advertising agency consultant, discusses whether agencies should watch advertising results. **Page 57**

General Electric Co. enters blender field with introduction of new low-silhouette blender. **Page 69**

Sylvania Electric Products sets a stepped-up campaign in consumer and business publications to promote its 1962 line of television receivers. **Page 70**

General Motors of Canada refuses to sponsor tv program which pokes fun at Canadian nationalism. **Page 71**

Colgate-Palmolive Co. investigates prepared foods business. **Page 77**

John P. Cunningham, chairman of Cunningham & Walsh, is elected chairman of the Advertising Federation of America board. **Page 84**

Young & Rubicam subscribes to Broadcast Advertisers Reports television performance audits in a move to provide more exact proof-of-performance records for spot and network television advertising. **Page 86**

NBC Enterprises revamps California National Productions by slashing its sales force from about 20 to seven men, changing its name to NBC Films and shifting its concentration efforts to the syndication side of the business. **Page 95**

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Network Radio's Top Advertisers Page 46
Where Advertising Agency Business Operates Page 76
Gardner Estimates Agency Personnel Requirements Page 80
20 Largest Retailers in 1960 Page 84
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What They're Saying 18

Ad Age Moves Into New L.A Offices

ADVERTISING AGE has moved its West Coast sales and editorial office to new and larger quarters. The new address is:

8217 Beverly Bldg.
Beverly Blvd.
Los Angeles 48, Cal.

The new phone number for AA in L. A. is:

Olive 1-3710

Denis Higgins is the ADVERTISING AGE editorial representative in this office; **Richard E. McCarty** is AA's advertising representative on the West Coast.

Camel to Share Huntley-Brinkley News with Texaco

NEW YORK, June 1—R. J. Reynolds Tobacco Co. will soon return to its first tv love—news sponsorship.

Camel cigarets will become a co-sponsor (with Texaco) of NBC's "Huntley-Brinkley Report," beginning July 3.

A pioneer tv backer, Camel carried NBC's original newscast, with John Cameron Swayze, from February, 1949, through September, 1956.

The new co-sponsorship contract represents another boost for the popular Huntley-Brinkley team, which reaches about 2,000,000 more people daily than any other tv newscast.

When Texaco started sponsoring the program in the spring of 1959, the talent-time cost of the five-a-week telecast was approximately $7,000,000. Increases since then, plus a hike that goes into effect July 3, will boost the Huntley-Brinkley price tag to $12,000,000 annually. But both Camel (William Esty Co.) and Texaco (Cunningham & Walsh) signed 65-week contracts with three-year options.

▪ The Camel purchase was in line with a Reynolds decision to cut back on action shows for a more diversified tv approach (AA, April 17). The thinking behind the latest buy was pointed up in a statement by Bowman Gray, chairman of Reynolds:

"We are very happy to co-sponsor the Huntley-Brinkley show along with Texaco. I believe the dissemination of news in such a forthright, factual way is one of the most important contributions television can make to the American public."

Esty's action in clearing time for Reynolds' brands next fall has followed the Gray statement on diversification. Reynolds has scattered its augmented tv budget over a wide choice of programming, ranging from news to sports, comedy, action and variety.

Besides Huntley-Brinkley, the three-network nighttime lineup includes: On ABC-TV—"The Flintstones"; "Lawman"; National Collegiate Athletic Assn. football games; "77 Sunset Strip"; on CBS-TV—"To Tell the Truth" and "Garry Moore Show"; on NBC-TV—"Laramie," "Wagon Train," "Tall Man," "Sing Along with Mitch" and the Saturday night movie. All are co-sponsorship or participation buys. #

Campbell-Ewald Moves Office

Campbell-Ewald Co. has moved its San Francisco office to 315 Montgomery St.

Genser Fein Porter Corwin

MAKING THE ART SCENE—*A mixture of admen and beatniks enlivened the opening of the first one-man show of paintings by Stanley Fein, an art director of Doremus & Co., New York—the show being held at the Phoenix Gallery, one of New York's 10th St. avant garde galleries. Artist Fein explains his paintings to Jay Genser of Design Art Associates and Anita Porter of Warwick & Legler while Sophie Corwin, wife of Jack Corwin of WADO, New York radio station, walks by.*

Big Agencies Are Big City Dwellers: Census

Only 2 Shops (or Branches) Billing $5,000,000-Plus Are Outside 16 Big Markets

WASHINGTON, May 31—All but two of the advertising agencies or agency branch offices with billings and receipts totaling more than $5,000,000 are in 16 major metropolitan areas, according to a breakdown just released from the 1958 Census of Business.

Altogether, the Census Bureau found 135 agencies and agency branch offices with receipts over the $5,000,000 mark.

The other two over-$5,000,000 units were outside the 25 major metropolitan areas; their location was not revealed.

Of these, 55 were in New York, 29 in Chicago, 13 in Detroit, seven in Los Angeles-Long Beach and six in Cleveland. Philadelphia and San Francisco had four each; Pittsburgh and Minneapolis, three; St. Louis and Milwaukee, two; and Cincinnati, Kansas City, Baltimore, Buffalo and Portland, Ore., one.

The census counted 7,720 "advertising" agencies in 1958, with billings and receipts totaling $4,383,425,000 (AA, June 27, 1960). Of these, however, only 4,240 were big enough to employ anyone oth-

(Continued on Page 76)

Brawley Sees '110%' Boost in Efficiency of P.O.; Asks Rate Hike

WASHINGTON, June 1—Deputy Postmaster General H. W. Brawley predicted today that the department's new management can cut Post Office expenses by $300,000,000, if mail volume remains the same and it is given "time and authority."

Mr. Brawley indicated that he anticipated much of the saving would be achieved through a 110% improvement which he hopes to obtain as a result of improved relationships with the department's employes. He did not give any indication of the length of time that will elapse before the savings are made.

His estimate of possible savings was offered during a talk to the Mail Advertising Club of Washington. Before promising to make savings, he urged mailers to go along on rate increases as a sign of their willingness "to shoulder the burdens which world leadership places upon them.

"You could, as conscientious Americans who cherish freedom, bring glory to your organization and honor to each of your members by strongly endorsing the efforts of the Kennedy administration to alleviate the national debt—thereby creating the kind of economic environment necessary for this country to regain its initiative in the world," he declared. #

Court Denies GOA's Request for Injunction

Gamble-Skogmo Can Buy GOA Stock Under Two Conditions, Court Rules

MINNEAPOLIS, May 31—Bertin C. Gamble, president of Gamble-Skogmo, last weekend won the second round in his attempt to buy 470,000 shares of General Outdoor Advertising Co. stock at $40 a share. His victory in U.S. district court here, however, came with two strings attached.

Judge Gunnar Nordbye denied a bid from GOA for a temporary injunction, which would have barred Mr. Gamble and his company, and also Robert O. Naegele, president of Naegele Outdoor Advertising Co., and his company, from accepting tenders of GOA stock.

Judge Nordbye ruled, in effect, that Mr. Gamble and his company may buy the GOA stock with these two restrictions: (1) Gamble-Skogmo must sell its holdings in Walker & Co., Detroit outdoor advertising company which it purchased last year (AA, Dec. 12), and (2) Mr. Gamble and Gamble-Skogmo may not sell any of their GOA stock to Mr. Naegele or Mr. Naegele's company.

▪ Following the court's decision, Gamble-Skogmo and GOA continued their battle of press releases and statements. Mr. Gamble maintained that "this action of the court completely vindicates our contention that the complainant's position

(Continued on Page 92)

Gardner Finds Its Fund Sources for Anticipated Growth Are Intramural

Agency's Setup Also Will Revamp Ownership to Provide Continuity

By John Crichton

ST. LOUIS, June 1—How do you finance agency growth—say from $44,000,000 to $66,000,000 in billings?

- What's a fair price for agency stock?
- How do you decide how much stock a given person in the agency can buy?
- What's a fair return on agency stock?
- How will stock purchase by employes be financed?

These are problems confronting many advertising agencies. The more rapid the rate of an agency's expansion, the more pressing these problems become.

▪ This is a story about how one agency—Gardner Advertising Co.—solved some of its problems.

Gardner's situation was essentially a happy one, from an agency management viewpoint. Its billings had hit a new high—$42,500,000. Billings had tripled since 1950, doubled since 1956. It had merged with Paris & Peart; it was shopping for an agency in England (since consummated, with the purchase of a major interest in Basil Butler Ltd.).

It was a reasonably old agency, started in 1902; a charter member of the American Assn. of Advertising Agencies; and it had kept its clients well (the agency's average client tenure is nearly 13 years, as compared with an industry average of four to four and one-half years).

It had 40 clients—23 billing less than $500,000, six billing $500,000 to $1,000,000, and 11 over $1,000,000. About 14 of its clients were in first place in their respective fields.

The agency was wholly employe-owned. The largest stockholder had 15% of the stock.

▪ Yet Gardner had a problem: How to raise the money to finance its rapid growth. It had doubled in a four-year period. It thought it could see billings moving to the $66,000,000 level by 1965. It has made projections on what staff expansion would have to be made in order to handle $75,000,000 in billing.

But all this planning and ambition had to be financed.

Along with financing, the agency was concerned with the problem of transferring ownership—of the orderly changing of management in the future. It had seen how often death or retirement meant the end of an agency's operations, and it wanted to set up a plan which would provide for the agency's future.

Herbert S. Gardner Jr., the agency's secretary-treasurer, did most of the spade work in determining the agency's plan. Here are some of the things he learned in a two-year study:

Herbert Gardner Jr.

Charles Claggett

- **1.** There isn't any norm for agency financing. The philosophy of financing dollars of billing ranges, for major agencies, from $40.48 to $10.91; or, put another way, invested capital ranges from

(Continued on Page 79)

Yours!
A lovely Sculptured Spicewood kitchen like this can be personally-planned just for you
i-XL

SCULPTURED—*I-XL Furniture Co., Goshen, Ind., starts its new campaign with this four-color ad in shelter, kitchen and building publications for its new Sculptured Spicewood line of cabinets. Ares, Shaw & Ring, Grand Rapids, is the agency.*

BPA Unveils Its New Audit Forms

NEW YORK, May 31—The new single audit form of Business Publications Audit of Circulation, approved in principle at BPA's annual meeting last February, materialized today.

Revealed for the first time, following a general mailing to publisher members, the new audit form requires paid and non-paid circulation to be reported side by side. The form will be available for use by all BPA publications in their June 30 statements.

According to BPA's chairman, Burton E. Hotvedt, vp of the Brady Co., Milwaukee, and chairman of the subcommittee that has been working on the project since 1959, the form is now "an instrument whereby a reasonably sharp media buyer can look into a publication's policy fairly intelligently."

The form, optional for the next 18 months, will be mandatory in June, 1963; by this time, it is expected, publishers will have worked out the bookkeeping problems, among other things.

In the new form, the definition of "qualified circulation" now applies to both paid and unpaid.

▪ Adin L. Davis, president, listed the "firsts" which he said the new form could claim title to:

1. The first to require listing qualified paid and non-paid circulation side by side.

2. The first requiring publications to report the U.S. mailing classification which they use.

3. The first requiring publications with second-class mailing privileges (55% paid circulation at present) to show paid and non-paid side by side in all breakdowns.

4. The first form requiring checking of circulation against sources no older than three years, and the first to require that sources for entire circulation be reported.

5. The first to indicate "request circulation" as an available qualification source. #

Coleman Appoints Two

Coleman Instruments, Maywood, Ill., has appointed Roland M. Waters to the new post of marketing director and David L. Hackler advertising and sales promotion manager. Mr. Waters was formerly marketing manager of Radiation Counter Laboratories, Skokie, Ill., and Mr. Hackler was formerly a technical writer at Coleman.

AIL Names Campbell-Mithun

The AIL division of Cutler-Hammer, Deer Park, N.Y., has named Campbell-Mithun, Minneapolis, as its agency. AIL (Airborne Instruments Laboratory), maker of automation equipment, formerly was with Snow & Depew, Hicksville, N.Y.

J. D. Miller to KQTY Radio

Jerauld D. Miller, former account executive of Bozell & Jacobs, Seattle, has been named sales manager of KQTY, Everett, Wash., radio station. He had joined the sales staff of the station in February.

Fulton, Morrissey's Blue Sky Awards to Boost Creative Zing

CHICAGO, May 31—Fulton, Morrissey Co. is employing a Blue Sky plan in order to come up with some new creative advertising and marketing ideas for its clients.

The agency recently awarded $100 in cash prizes to two employes for three written ideas submitted on behalf of Fulton, Morrissey's oldest and largest client—U. S. Gypsum Co. The winning ideas were chosen by Charles A. Wayman, general manager, advertising and publications, U. S. Gypsum, and a jury of key advertising, merchandising and sales executives of the company.

■ Winners of the initial Blue Sky contest were E. Larry Archibald, copy chief, who won the first and third prizes ($50 for first and $20 for third), and Bruce Kellett, copywriter, who won the $30 second prize. More than 40 written usable ideas were submitted to U.S. Gypsum by personnel from every department of the agency.

Following is Mr. Archibald's idea which won the top award: "Corporate image: Prepare an anonymous questionnaire for the trade, to go out from some address other than 300 W. Adams St. (U.S. Gypsum's Chicago headquarters). This form would ask for opinions about the major building materials companies, with questions stated so as to gain accurate information from trade factors regarding the status of U. S. Gypsum. What kind of company is it? How is it regarded? What is the standing of its products, etc.—all in relation to other firms.

■ "This would be one step in preparation of a program of study of U. S. Gypsum among trade factors and consumers, to establish its present image . . . prior to planning a program designed to establish the image desired."

Tangdelius Abnee Archibald Kellett

BLUE SKY WINNERS—*Jan Tangdelius, president of Fulton, Morrissey Co., Chicago, presents $100 in checks to winners of the "Blue Sky" idea contest sponsored by the agency—E. L. Archibald, copy chief, and Bruce Kellett, copywriter. Watching is A. V. Abnee, manager of sales promotion, U.S. Gypsum Co.*

Here is how the agency's Blue Sky plan works: A meeting is held at the agency, with all agency personnel invited. Account executives working on a specific account explain the client's business and problems as thoroughly as possible. Persons at the meeting are urged to be as uninhibited as possible in their thinking.

On the basis of information gained from the meeting, the agency personnel submit written ideas on how to improve the client's business. All of the written suggestions are screened by the agency management, and the usable ones are sent to the client, who picks the best three. Members of management and assigned account men at the agency are not eligible to win prizes.

■ In future contests, Fulton, Morrissey will give a special prize of $15 for the best idea submitted by one who is not a member of the copy, art or account executive groups. The first Blue Sky contest was so well received that the agency plans to continue the program and will hold contests for other clients about once every other month.

The agency took pains to point out that the Blue Sky plan is not a case of "groupthink," similar to "brainstorming" techniques developed by Batten, Barton, Durstine & Osborn. "Our program is group explanation and discussion, followed by individual thinking," Fulton, Morrissey said. =

Businesspaper Publishers', Not ANA, Names Buttenheim

Donald V. Buttenheim, president of Buttenheim Publishing Corp., New York, has been elected chairman of the Businesspaper Publishers' ANA Committee, not the business paper committee of the Assn. of National Advertisers, New York, as reported in the May 29 issue of ADVERTISING AGE. Philip D. Allen, president of MacLean Hunter Publishing Corp., Chicago, has been elected vice-chairman of the committee.

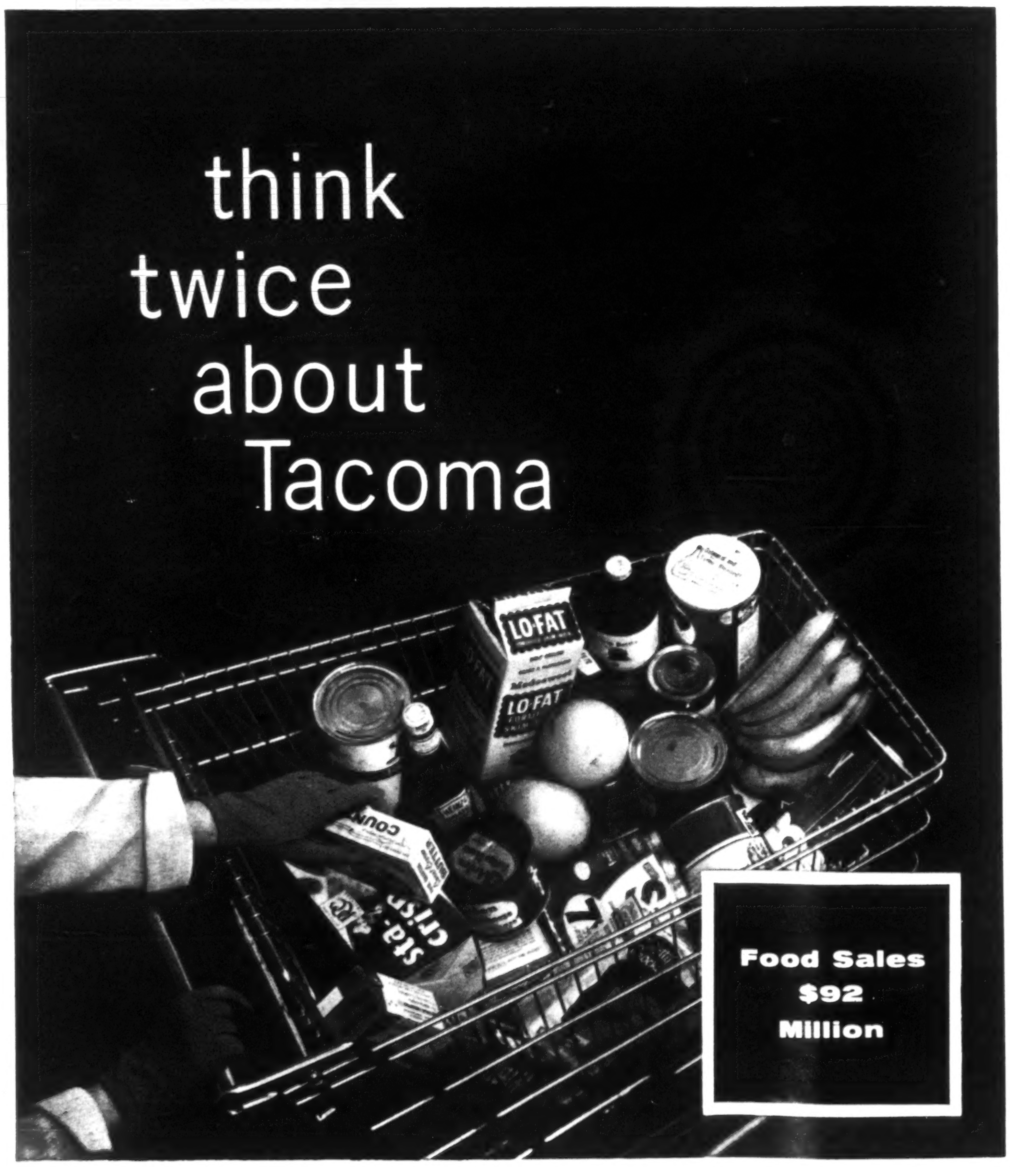
IPC Magazine Goes Monthly

Handling & Shipping, published by Industrial Publishing Corp., Cleveland, will become a monthly magazine beginning next January. It has been a bi-monthly for two years, and was a quarterly for nine years before that.

Y&R Boosts Gearon

Francis E. Gearon, managing director of Young & Rubicam, Frankfurt, has become a vp and stockholder of the parent organization.

Planning a promotion in the Pacific Northwest?



SEATTLE
TACOMA

Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*.
Circulation now more than 86,000.
Ask the man from Sawyer-Ferguson-Walker Company.

3,400,000 men and women hold in their hands the future of your business!

Comet
ban
Joy
Blue Cheer
Hills Bros Coffee
Bufferin
Brillo
bridal

1,700,000 couples will decide in 1961 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1961 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.
Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive • West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

Heinz makes it...LOOK sells it

"1960 was the biggest sales year in our history," says Mr. W. H. Parshall, Advertising Manager, H. J. Heinz Co. "We feel Heinz Ketchup advertising in LOOK contributed in a large measure to this accomplishment."

H. J. Heinz Company has advertised in Look every year since 1942. Last year, in recognition of past advertising success, Heinz selected Look to carry a large share of its Ketchup magazine advertising. And Heinz Ketchup sales shattered all records.

"We choose Look for our Ketchup campaigns because it reaches the kind of audience we want—Mom, Pop, and the kids," says Mr. Parshall. "And it reaches them with top efficiency and effectiveness. Heinz sales figures prove this fact."

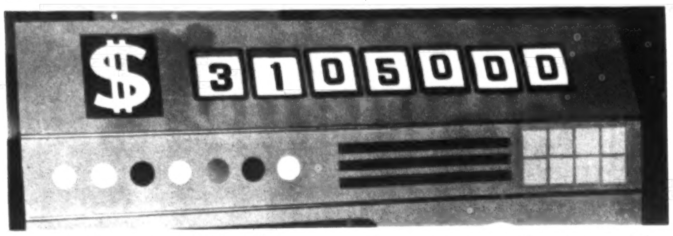
Results like this have enabled Look to attain the outstanding growth record among national magazines. In the past year (1960 vs. 1959), Look gained more pages of food-and-food-products advertising than any other magazine in the major weekly field.

In the past five years, Look has gained more ad revenue and more circulation than any other major magazine.

More and more, readers and advertisers alike are responding to the vital force of Look's exciting story of people . . . are turning to Look for leadership.

LOOK means sales.

No other ketchup
like Heinz
LOOK
PRINCESS GRACE AFTER FIVE YEARS



MONEY MACHINE—*While Admiral distributors wrote orders among the dealers attending the Las Vegas meeting, a "Finalizer" kept a running total of the orders turned in. The 2,000 dealers ordered more than $20,000,000 worth of merchandise.*

It's Admiral's Turn to Deal, as 2,000 Dealers Wheel Through Vegas

Appliance Maker Puts $1,000,000 into Sessions; Sees $20,000,000 in Sales

LAS VEGAS, May 31—"This is the only sure bet in Las Vegas!"

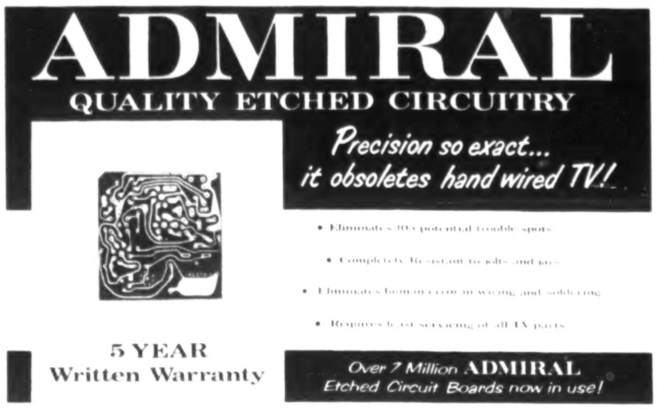
With that topical bon mot, Carl Lantz, president of Admiral Sales Corp., last Friday kicked off the fourth of four order-writing sessions, among 500 appliance dealers brought to this city for fun, frolic—and hard sell.

This was the last of four sessions of Admiral's "Las Vegas Roundup," which saw, in all, some 2,000 of its top dealers move in and out of Las Vegas over a 14-day period.

The roundup served several purposes for Admiral:

- Introduction to dealers of its 1962 line of 23" tv sets, stereos, radios and "stereo theaters"—tv-phono combinations.
- Four days of sunshine, shows, gaming and what-have-you for dealers who "qualified" by previous purchases of Admiral equipment.
- Selling initial orders of the new line to the captive audience of top dealers.

■ Is it worth the trouble? Admiral says it cost about $1,000,000—out of a yearly advertising-promotion expenditure of about $7,000,000—to stage the "roundup." For this, they corralled over $20,000,000 worth of orders from the dealers.


ADMIRAL
QUALITY ETCHED CIRCUITRY
Precision so exact... it obsoletes hand wired TV!
5 YEAR Written Warranty
Over 7 Million ADMIRAL Etched Circuit Boards now in use!

DISPLAY—*Convention of Admiral dealers gave a big hand when the company introduced this new display piece for in-store use—a sample of the etched circuit used in Admiral sets. Copy is highly competitive with tv and radio set manufacturers who make a selling point of hand wired circuitry.*

Ross Siragusa Jr., vp-electronics (and son of Admiral's president and board chairman), says: "This meeting is a very important part of our sales effort—we'll do about 10% of our business here."

It's also important, the company feels, to get heavy initial orders so that the merchandise gets onto dealers' floors for exposure.

The appliance industry is split on the value of these combination reward-and-sales trips for dealers. Some, like Gibson, spend the majority of their promotional dollars on exotic trips (AA, May 1). Hotpoint, Whirlpool and RCA invaded other hotels along the Las Vegas Strip while Admiral was in town. Many other manufacturers, however, shun this type of dealer incentive altogether.

Ross Siragusa

■ This was Admiral's most elaborate effort in the three years it has sponsored dealer trips. Two years ago five regional sessions were held. Last year the company brought 1,500 eastern dealers to Miami Beach, and another 1,000 dealers to Las Vegas.

Five weeks after last year's sessions, the Admiral sales and promotion team began planning for this year.

It was decided that 2,000 dealers would make the 1961 trip—500 at a time, for optimum manageability. All would come to Las Vegas. By last December, distributors were clued in on the trip.

Several innovations were made this year, and Admiral says they are dealer convention firsts:

- A van load of IBM equipment was trucked here in advance of the meeting to handle passenger manifests, room reservations, print identification badges, and other details which formerly kept half a dozen girls busy during past conventions.
- Dealers sat at dining tables with their distributors during the sales presentation, and remained in the same room for immediate order-writing sessions, followed by luncheon in the same locations. This, Admiral said, prevented the attrition resulting from dealers moving to special rooms to place orders with distributors.

Both innovations worked extremely well, Admiral reported.

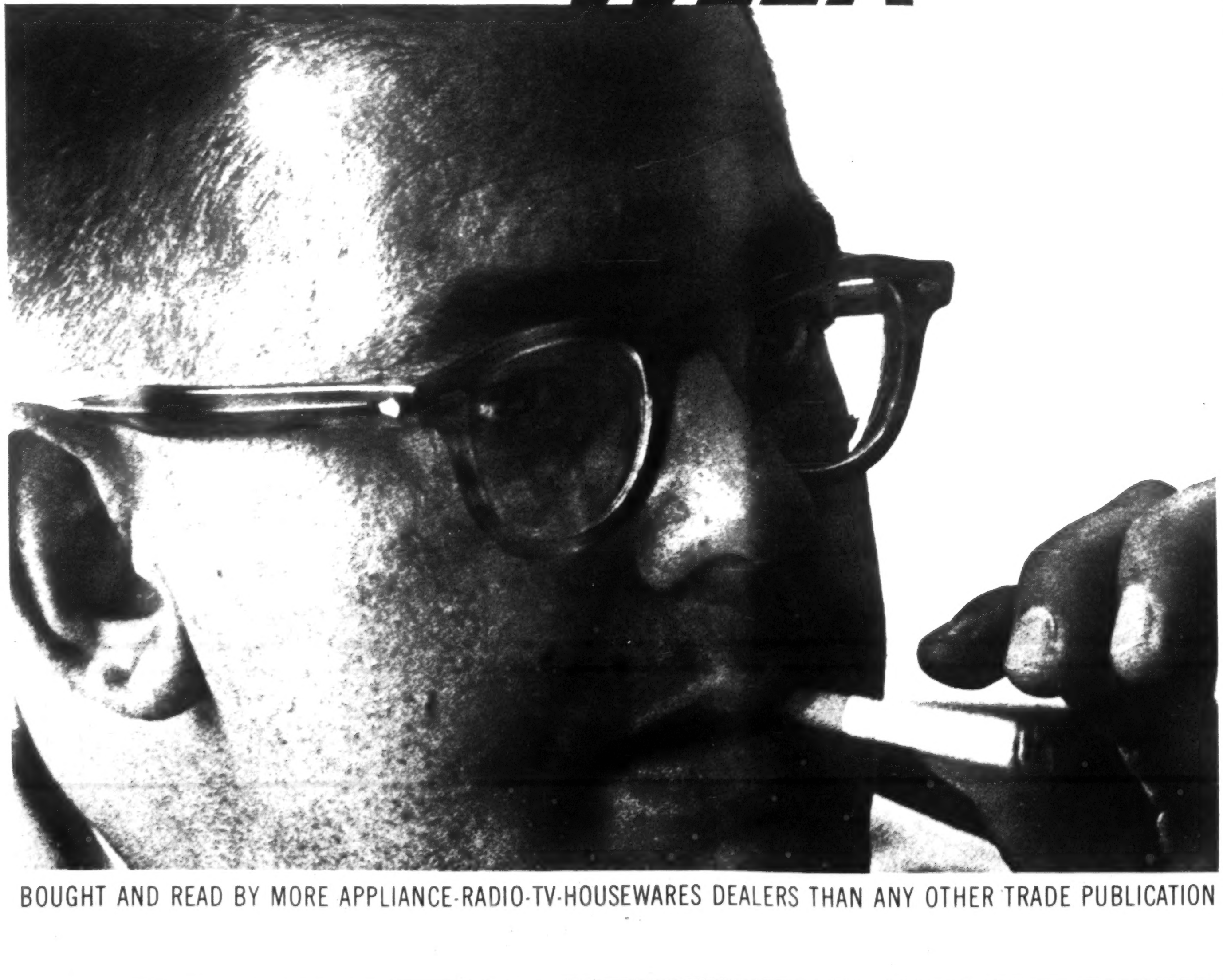
■ The highlight of the dealers'

(Continued on Page 97)

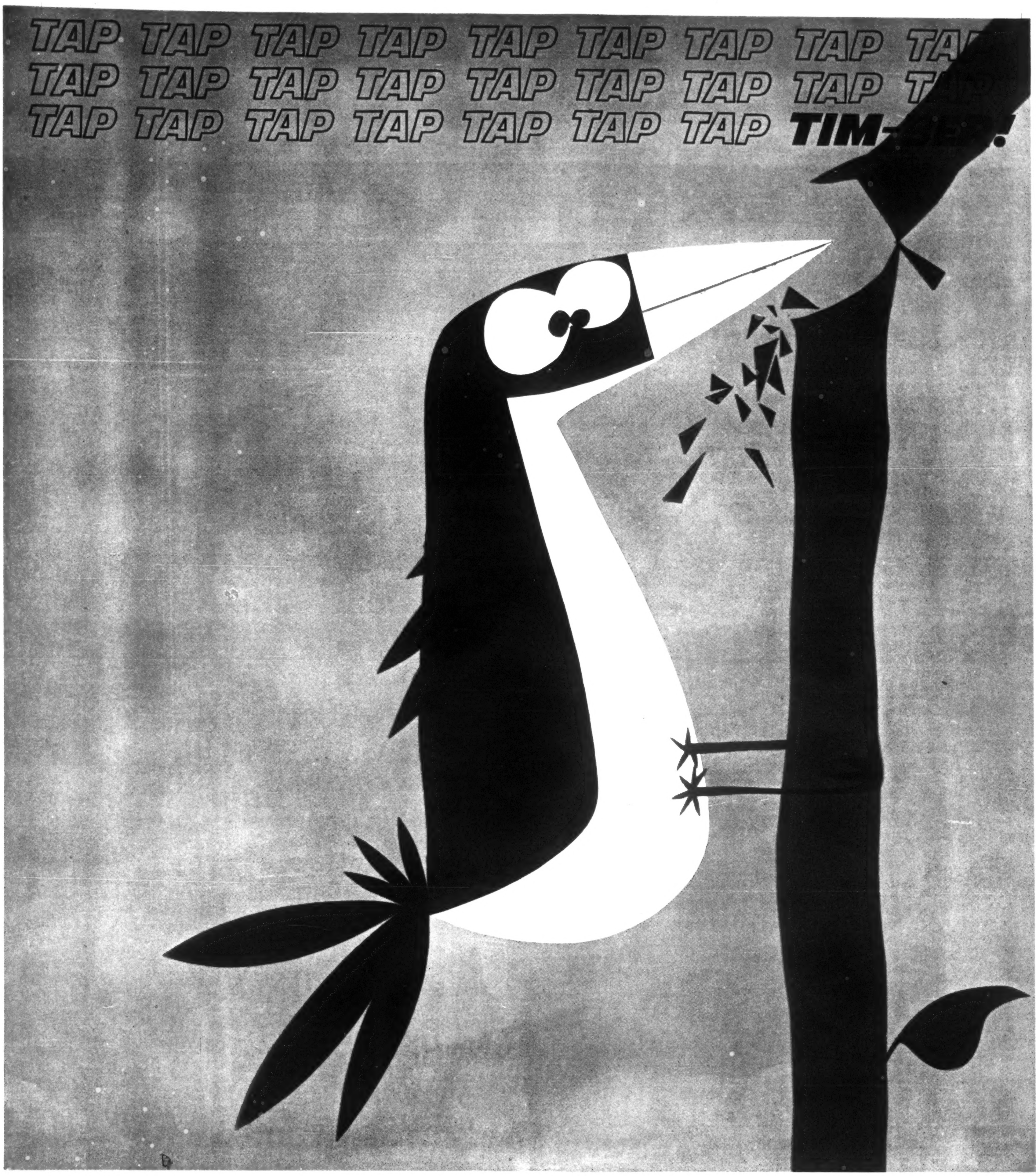
"Who says we're well read and useful at retail? We do. Proof? When a business publication within three weeks gets requests for 8,699 reprints of one editorial feature, we think that's powerful proof. This happened with the air conditioner merchandising guides from our April 24th issue. Have you seen the material these people are writing for? Let me know if you haven't. I'll send you a copy."

Cas Speare
Cas Speare, Publisher

ELECTRICAL MERCHANDISING WEEK
A McGraw-Hill Publication ABC·ABP • 330 West 42nd Street, New York 36



BOUGHT AND READ BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION


TAP TAP TAP TAP TAP TAP TAP TAP TA
TAP TAP TAP TAP TAP TAP TAP TAP T
TAP TAP TAP TAP TAP TAP TAP TIM-

The bird who keeps tap-tap-tapping away is the one who usually catches the worm. Or chops down the tree. Or meets a pretty female bird. Or *something*. Same with advertising. The ad that keeps tap-tap-tapping away is the one that usually catches the eye. And the attention. And the *sale*. □ In a single issue of The Saturday Evening Post, millions of readers see your ad page twice. And the new Rochester Study indicates that two exposures to the same ad page in the Post have *twice* the effect of one on the reader's willingness to buy your brand. □ So keep your eye on the Post. It sets the pace for America's readers. (And they're the leaders.) And keep your eye on the birdie. He's trying to tell you: *the number-one magazine for reading is your number-one magazine for selling.*

THE SATURDAY EVENING
POST
THE INFLUENTIALS' MAGAZINE

A CURTIS MAGAZINE

Educate Public on Value of Ads via TV Commercials, McMahan Suggests

AFA Meeting Also Is Told of Forward Strides Being Made on Campuses

AFA Meeting

Fuller Resor Rickenbacker

AFA AWARD WINNERS—*At the meeting of the Advertising Federation of America in Washington, service awards were presented to Walter D. Fuller, retired president and chairman of Curtis Publishing Co.; Stanley Resor, retired board chairman of J. Walter Thompson Co.; and Edward V. Rickenbacker, chairman of Eastern Air Lines. (See Page 84 for story on other AFA awards and election of new officers.)*

WASHINGTON, May 31—A proposal to carry the story of advertising and its social values to the public by means of talks based on television commercials was advanced to the Advertising Federation of America here yesterday by Harry W. McMahan, tv consultant and ADVERTISING AGE columnist.

Mr. McMahan proposed the formation—under the joint auspices of the AFA, American Assn. of Advertising Agencies, Assn. of National Advertisers and local adclubs—of a speakers bureau to bring the story of advertising to women's clubs, civic groups, luncheon clubs and other public audiences. The speeches themselves, he proposed, would make their points about the importance of advertising by using as illustrative material television commercials which have been used on the air by various advertisers.

■ Demonstrating what he meant with a suggested script containing some ten tv commercials, Mr. McMahan insisted that the story of the value and importance of all advertising in all media can be told with understanding and sympathetic treatment, as well as considerable entertainment value, by showing outstanding commercials and explaining the part advertising has played in expanding our economy, maintaining competition, creating jobs, etc. Using tv commercials, he said, would allow advertising to build the proper emotional climate in which to develop the story of its rationale.

To prepare the necessary scripts and provide local advertising clubs with prints of the commercials which are included in them, Mr. McMahan estimated, would cost approximately $15,000, which could be returned through rental of the films. He offered to make his own time available without charge.

■ A general discussion of the state of education for advertising held at the AFA convention developed the idea that while advertising education has a long way to go, it is making good strides.

The great problem in advertising education, most speakers agreed, is the question which is afflicting all education—whether greater educational values rest in a broad educational background, or in specialized training for specialized jobs.

This problem can be resolved by upgrading curricula and teaching skills, George T. Clarke, director of the AFA's bureau of education and research, said. But, he said, "The real problem is one of selectivity—of developing procedures to bring the best qualified individuals into advertising work. This requires the cooperation of two kinds of minds: The business mind, which must be practical, which must produce results; and the academic mind, which must be theoretical, which must deal with more intangible values and forces."

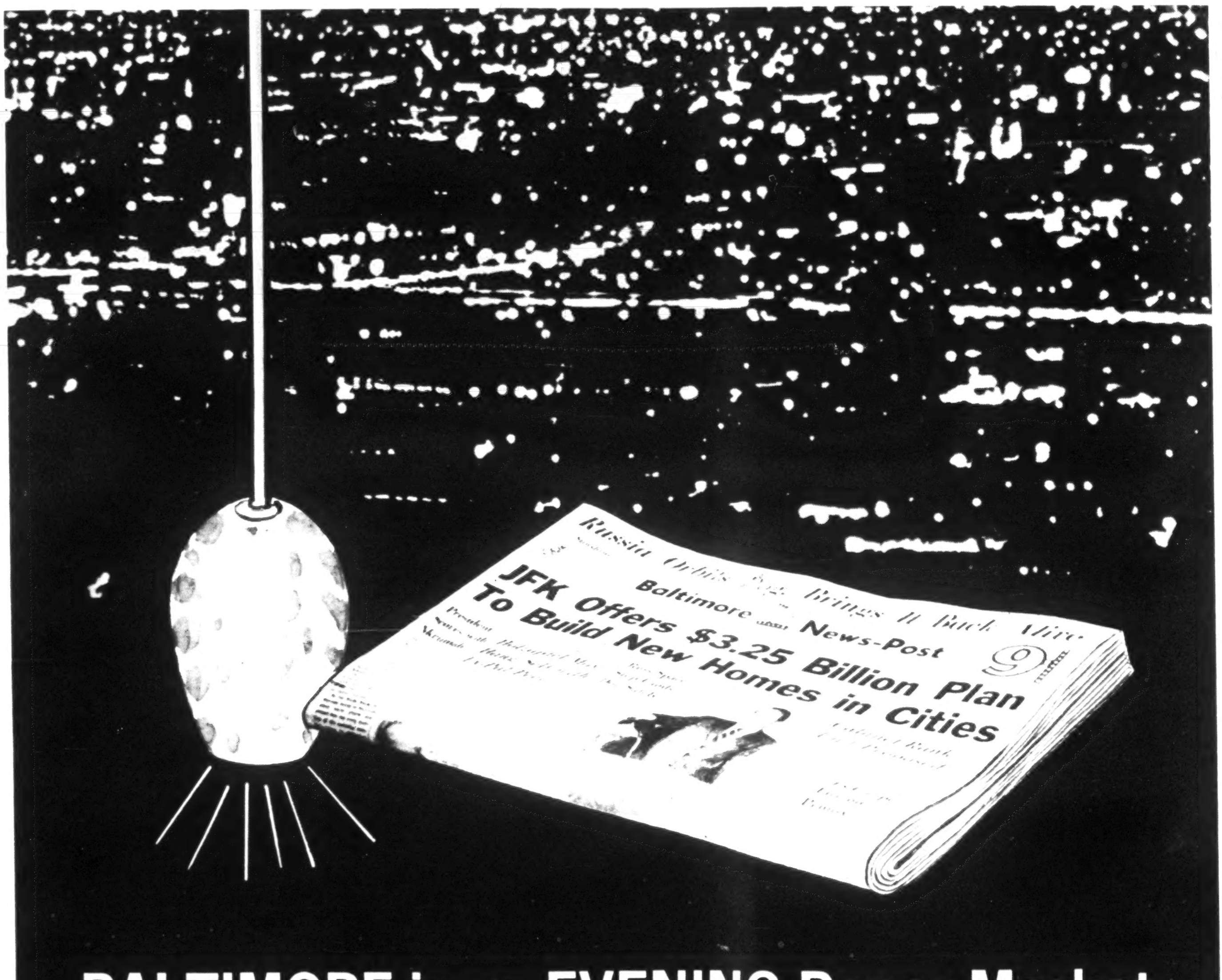
■ Much the same opinion was voiced by Otto Kleppner, president of Kleppner Co., New York, who said that schools of business administration provide a considerable amount of broad general instruction and perform a useful function by pre-selecting those who are interested in business pursuits from those who wish to follow other disciplines. The important consideration, he said, is not whether the prospective advertising worker comes from a school of business or a liberal arts course, but whether he holds the proper mental attitude toward advertising and selling.

■ Prof. Harry W. Hepner, of Syracuse University, told the group that the status of the advertising instructor on the college campus is still relatively low, but is improving. He emphasized that theoretical instruction always must be a considerable part of the work he performs—a condition for which no apologies should be made.

■ Dr. Charles Allen, of Oklahoma State University, reported on a survey of advertising courses and departments in U.S. colleges. Only 36 schools can lay claim to teaching an advertising major, and of these, perhaps only 30 really have a major in advertising worth discussing, he said. On the other hand, the academic and practical backgrounds of instructors in advertising compare most favorably with those of other teachers, Mr. Allen said.

Mr. Allen and the other speakers all made the point that students in schools of business and majors in advertising do not re-

(Continued on Page 98)


Russia Orbits ... Brings It Back Alive
Baltimore News-Post
JFK Offers $3.25 Billion Plan To Build New Homes in Cities

BALTIMORE is an EVENING Paper Market

and the NEWS-POST its Largest Evening Newspaper...

When you advertise in the News-Post, you reach the market you want to reach -- The Big Market, The Buying Market, The Evening Newspaper Market.

FIRST in Baltimore's A.B.C. City Zone
FIRST in the Standard Metropolitan Area
FIRST in Maryland • FIRST in Total

Local advertisers buy Baltimore Evening papers. In 1960, the News-Post carried 1,400,504 more lines of Retail Grocery advertising than the Morning paper.

Source: Media Records

The Baltimore News-Post

Represented Nationally by **HEARST ADVERTISING SERVICE INC.**

OFFICES IN: New York Boston Albany Baltimore Philadelphia
Pittsburgh Miami Beach Chicago Detroit Milwaukee
San Antonio Dallas Los Angeles San Francisco Seattle

Time for celebration: at the conclusion of the most competitive season in television history, CBS Owned WCBS-TV (first in every New York Nielsen for more than eight years!) has a larger share of the audience than it had a year ago – and has, in fact, widened its lead over every one of the other six television stations in the nation's largest market!

Source: Nielsen, April 1961-1960

WCBS-TV

United Air Lines Ads Tell Merger

CHICAGO, June 1—United Air Lines will promote the consummation of its merger with Capital Airlines via an extensive advertising campaign, beginning June 5.

The push will start with 1,500-line and 1,750-line b&w ads in newspapers in 90 cities. One-minute radio spots have been scheduled in 30 major markets—all currently served by Capital Airlines.

In addition, United will use painted bulletins in some dozen cities and large space ads in six domestic and international trade publications. The campaign is being placed by N. W. Ayer & Son, United's agency.

■ As one result of the merger, Kenyon & Eckhardt will lose between $1,000,000 and $1,500,000 in billings on Capital, which it has handled since 1957 (AA, Sept. 30 '57). K&E got the account from Lewis Edwin Ryan Inc., which had been Capital's agency since the line was founded, with the exception of a brief interlude in 1946, when the account was handled by French & Preston, New York.

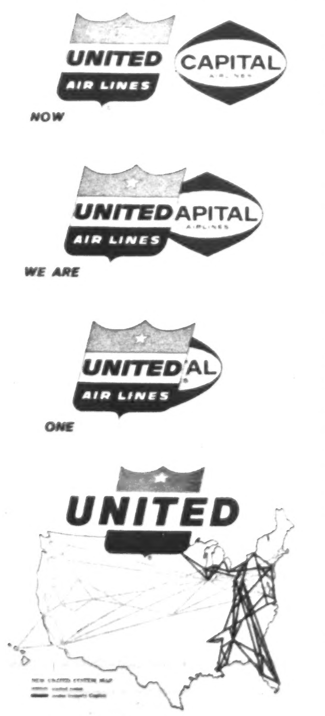
Capital's ancestry traces back to Clifford Ball Airlines, which flew single-engine Waco biplanes on the Pittsburgh-Cleveland airmail route in 1927. The name of the company was changed to Pennsylvania Airlines and later to Pennsylvania Central Airlines before adopting the Capital name in 1948.

Ironically, the Ryan agency lost the account to K&E because Capital, which then was experiencing a big expansion program and booming traffic, felt it needed a larger agency to handle an anticipated larger ad program.

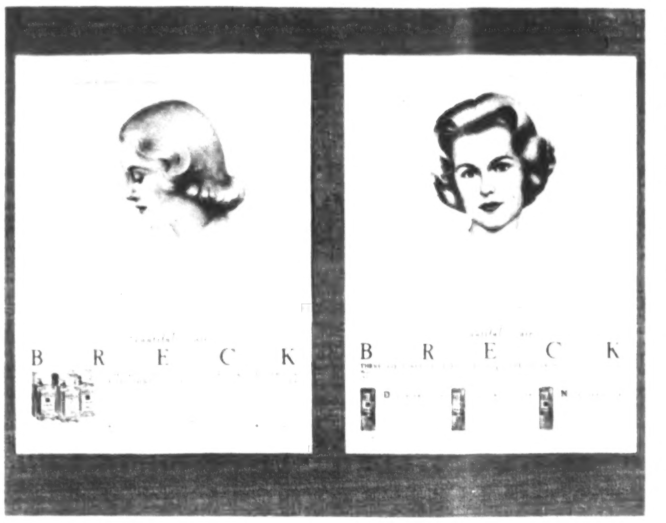
Last fall, however, United made arrangements to buy Capital, which was heavily in debt (AA, Aug. 8). Final approval of the merger came from the Civil Aeronautics Board earlier this week.

■ When K&E got Capital four years ago, the account was billing more than $2,000,000. Since that time, however, billings have declined. Over the past 12 months, it was estimated that Capital invested between $1,000,000 and $1,500,000 in advertising.

United, the nation's second largest airline, will expand its own 14,000-mile system, serving 82 cities, into a 21,500-mile operation, flying into 117 cities, as a result of the merger. Capital ranked as the sixth largest airline in the U.S. last year, both in terms of revenue passenger miles and total operating revenue. The merger probably will make United the biggest airline in this country, surpassing American Airlines, which has held that position for some time. =



UNICAP (?)—*United Air Lines will announce its merger with Capital Airlines in large-space newspaper ads like this one in 52 markets, starting June 5.*



NEW FORMAT—*John H. Breck Inc., Springfield, Mass., makes a change in its magazine advertising (as shown on right) in the July issues of Ladies' Home Journal and Seventeen. The company has used the same type ad (left) for 13 years. New ads will feature minor illustrations of the three Breck shampoo bottles separated by blocks of copy instead of including all three shampoo bottles as a single minor illustration. Charles Sheldon Inc. is the agency.*

Four Ex-CBS Employes Form VHF Inc.

Four former employes of the now disbanded CBS tape unit, CBS Television Production Sales, New York, have gone into business for themselves, setting up a company called VHF Inc. Headed by Ira G. DeLumen, who was manager of programs and special projects of CBS-TV Production Sales, the new company will specialize in custom program production and associated services, ranging from commercials to business presentations to closed circuit broadcasts. The company has opened offices at 300 E. 46th St.

Other principals in VHP are Richard R. Rector, production vp; Robert C. Troup, sales vp; and Peter J. Smith, special projects vp.

Storer TV Names Two

James E. Goldsmith, previously vp and sales manager of KPLR-TV, St. Louis, has been appointed manager of the Detroit office of Storer Television Sales, the new station representative subsidiary of Storer Broadcasting Co. J. William Mason, who formerly headed the Atlanta sales office of California National Productions, has been named manager of the Storer TV Sales Atlanta branch.

WBAY Stations to H-R

WBAY and WBAY-TV, Green Bay, Wis., have appointed H-R Representatives and H-R Television, respectively, as their national representatives. These are the stations which Katz Agency gave up when it was named to represent all the WAVE Inc. stations, which included a Green Bay radio outlet, WFRV (AA, March 27).

Van Praag Boosts Persons

Hal Persons has been appointed national director of advertising and sales promotion of Van Praag Productions, New York, as part of the tv film producer's expansion move. Mr. Persons also will retain his duties as director of sales.

Colgate Promotes Its Choice Brand of Soap via CBS-TV

NEW YORK, June 1—Colgate-Palmolive Co. has been banking on CBS-TV's high-ranking "Ed Sullivan Show" and "Perry Mason" to help introduce Choice toilet soap in 16 markets.

The company is inserting Choice commercials in place of those for Fab and Palmolive, which are running on the remainder of the network lineup. The cut-ins for Choice are being used to launch the soap in an expanded number of markets. Introduced in about four markets last year (AA, June 20, '60), Choice is available in three formulas and colors, for dry, oily and normal skin.

Cities with Choice network commercials are Albany, Binghamton, Buffalo, Rochester, Syracuse, Watertown and Carthage, N.Y.; Cleveland, Toledo, Youngstown and Steubenville, O.; Fort Wayne; Cedar Rapids; Wichita Falls, Tex; Tucson and Fresno. The Sullivan show carried two Choice local cut-ins in April, three in May, and will run another three in June. Ads for the new soap on "Perry Mason" include one during each of the three months.

■ It was understood that Colgate intended to expand Choice into additional markets in New England and the Midwest this summer and will give it further support in these areas through more cut-ins on the two CBS shows.

Ted Bates & Co. has set up spot tv schedules for Fab and Palmolive in the 16 markets where their commercials are being preempted for Choice. Spot tv, as well as newspapers, also is being used in these 16 test markets to promote Choice. =

G. Bruce West Advertising Incorporates; Adds Account

G. Bruce West Advertising, Bethesda, Md., has incorporated as G. Bruce West Advertising Agency Inc. Principals of the new corporation are G. Bruce West, president, and Gerald T. Brady, vp.

At the same time, Capitol Research Industries, Alexandria, Va., manufacturer of automatic x-ray film processing equipment, has appointed West to handle its advertising.

Easton-Taylor Names Storm

Easton-Taylor Trust Co., St. Louis bank, has appointed Storm Advertising, St. Louis, to handle its advertising.

Schenley Promotes Its Brands' Age at $10,000,000/Year Clip

NEW YORK, June 1—Schenley Industries today announced the "payoff" in Chairman Lewis S. Rosenstiel's long running battle with "certain foreign interests" over greater aged whiskies.

With national distribution now being completed, Schenley revealed 12 brands had been upgraded to range in age from six to 12 years, with emphasis on "six, seven and eight years mostly."

At the same time, the company said it will spend more than $21,000,000 in the next two years to advertise the brands. Every medium will be used, with emphasis on institutional advertising claiming that "age makes the difference."

■ Mr. Rosenstiel told a lunch meeting here that "it was no accident that we built an inventory."

He said the new aged whisky campaign gave Schenley a three- or four-year advantage over competitors, and was a continuation of the old "battle between the blender and the heritage of bourbon that belongs to the U.S."

In a crack at some unnamed competitors, he said: "The politics of this industry is deplorable—very deplorable. Monopolistic practices and foreigners within our shores have been evident for a long time."

He said he believed many competitors tried to match Schenley's own aged whisky backlog.

■ This is how Schenley's new aged whisky list shapes up:

- Schenley Reserve—formerly five, six, seven years, now 100 months, or 8⅓ years old.
- Melrose Rare—formerly seven years, now ten or more.
- Old Charter—still seven, but also available at ten.
- Geo. T. Stagg—increased from four to seven years old.
- Schenley Champion—increased from seven to eight years.
- J. W. Dant—up from four to seven years.
- Sir John—its component of ten-year-old whisky has been doubled.
- James E. Pepper—up from six to ten years.
- J. W. Dant Charcoal Perfected—formerly six, now ten years.
- Old Echo Spring—up from four to seven years.
- Park & Tilford Kentucky Bred—up from four to seven years.
- Imported O.F.C.—increased from six to eight, also available at 12.

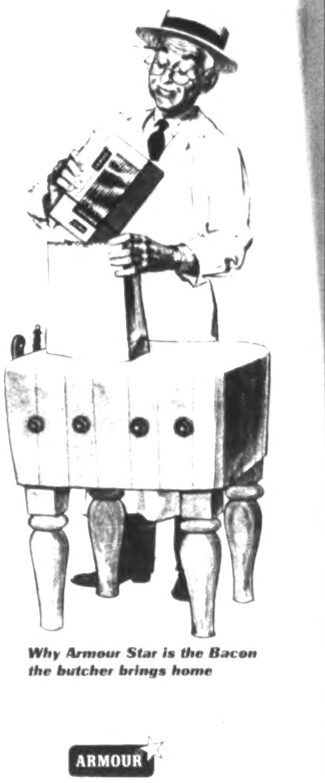
In addition, Schenley will market for the first time its new Canadian brand, Order of Merit, at 15 years. Kleppner Co. will be the agency.

■ The company boasted that its program represented an investment of $1 billion in inventories of aged and aging whiskies. It said its inventory of 4,100,000 bbls. of old whisky is unmatched by any distiller and that it would be years before others could catch up.

In addition, Schenley said it owns more eight-year-old Kentucky bourbon than all the other distillers together (60.9%). The company holds 59% of seven-year-old bourbons, 38.8% of six-year-old, 46.9% of five-year-old, and 27.2% of four-year-old.

Mr. Rosenstiel denounced "the propaganda that our inventories were too high."

Indications are that one theme to be played up in the advertising will promote Schenley as the "house of aged whisky." =


Why Armour Star is the Bacon the butcher brings home
ARMOUR

BUTCHER'S CHOICE—*Armour & Co. will promote its meat products with ads like this one in newspapers in 81 major markets.*

Armour to Promote Processed Meats in Supplements, Dailies

CHICAGO, June 1—Armour & Co. will launch an extensive new advertising campaign today for its bacon, franks, lunch meat and canned ham products.

The primary medium will be newspapers in 81 major markets from coast to coast. The insertions will be b&w, and most will be 1,200 lines.

The only other medium will be newspaper supplements in selected markets. Most of these ads will be color insertions.

■ The heavy emphasis on newspapers for Armour foods represents a change from past campaigns. In previous years, Armour has employed television and outdoor in addition to newspapers. Also, Armour has used r.o.p. color extensively, rather than b&w ads.

"The meat the butcher takes home" is the theme of the new push, which will run for four months. Young & Rubicam is the agency. =

Weiss Adds Four; Names Pinsof, Brandis, Schilling VPs

Jack Barry, formerly director of marketing research, Alberto Culver Co., Chicago, and Arnold Winograd, formerly advertising manager of Pabst Brewing Co., Chicago, have joined Edward H. Weiss & Co., Chicago, as account executives. At the same time, Eugene Mandarino, formerly art director of Compton Advertising, has joined the agency as an art director and Harold T. M. Millikin, formerly marketing manager of General Time Corp., Westclox division, has joined Weiss as an account supervisor.

Weiss has also named three new vps. They are Rolf W. Brandis, radio-television director; Nathan Pinsof, media director, and Peggy Schilling, New York broadcast operations.

White & Shuford Adds One

White & Shuford, El Paso, Tex., has been named agency for the newly formed Salt Lake region of California Oil Co.'s western division, effective July 1.

germ cell

germ cell
germ cell

. . . engineers read about it first, in Electronic News

Bacteria . . .
living batteries . . .
are creating
electricity
in outer space.

Invisibly, but inexorably, a microscopic horde churns its way through a mass of chemical fuel. Eating, eating, eating.

And in the very act of living, these miniscule beings generate electricity to operate space capsule control equipment and simultaneously tear apart an astronaut's exhaled breath to salvage life-sustaining oxygen for re-use.

Today? No, but very soon now. Utilizing the life-energy of bacteria as a source of power is a subject of practical experimentation — and intense concern — in the electronics industry.

Technically interesting? Of course. And, as with other technical developments in electronics, engineers read about it first in Electronic News.

Electronic News®
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
NEW YORK 3, N. Y.
Today's Index
Components
Computers and Controls
Defense Electronics
Nod

Advertisers Like Delaware Dailies' Single-Rate Plan

(Continued from Page 1)

in national ad revenue gathered by the medium.

■ "A darned good idea. It's about time." That's the way a Schenley Industries spokesman reacted to equal national and retail rates offered by the Wilmington dailies. "Now we know that the only difference—in at least one paper—is the agency commission. This should make national advertisers a lot happier," he said.

"But remember, it's only one newspaper so far."

On the direct buy aspect, the Schenley man said: "There is little benefit to Schenley here, unless direct buys became widespread. If they did, then Schenley would have to study the situation to determine how to handle the agency phase.

"There would be a million facts to consider. Most important would be economical handling of the advertising. I doubt if there would be any great benefit unless whole relationships with agencies changed—and an agency must get paid for what it does."

■ General Foods Corp., which was first tipped on the *News & Journal* rate structure about three weeks ago, said the rate-gap closing is "a step in the right direction." A company source said, however, that General Foods probably would never entertain the concept of direct space buying.

"We feel that quite a spread exists between newspapers' retail and national rates. Just how the Wilmington arrangement, including the direct buy, would affect a company would be influenced by individual marketing objectives," said the General Foods source, pointing to the relatively smaller size of the Wilmington market.

He stressed agencies' roles in the over-all picture. "If an advertiser placed his own space, who would prepare the materials?"

■ George P. MacGregor, vp of advertising and merchandising of Joseph E. Seagram & Sons, the liquor branch of Distillers Corp.—Seagrams Ltd., said: "At first blush, it appears that the Wilmington plan has a big ultimate advantage to advertisers. But if this concept was expanded nationally, such would not be the case."

Mr. MacGregor, while apparently pleased about retail-national rate equality, seemed not so happy about the direct buy angle.

"You might say it would be like 'robbing Peter to pay Paul,' " Mr. MacGregor explained. "First, an agency gets remunerated for preparing ads and checking their appearance, as well. If advertisers assume the space-placing, then an arrangement—probably a fee—would have to be worked out with agencies for their work.

■ "Second, even if the newspaper responsibility was assumed by advertisers, agencies still would be used on other media. It's not a clear-cut opportunity, as with department stores which do their own advertising. Division of media work could result in some expensive duplication of effort.

"Last, everything is relative. When a newspaper lets you save the commission, who really pays the 15%? We do—because we have to perform an agency's job. It's like putting money into one pocket and taking it out of another," Mr. MacGregor said, doubting whether newspaper buying habits of Distillers Corp. would be affected by a Wilmington-type movement.

■ A source at the housewares advertising division of General Electric Co. said that, if the Wilmington concept grew, some of GE's heavy appropriation now marked for cooperative ads might be diverted to national insertions.

"Right now GE co-op dollars are paid to dealers according to the lowest local line rate. We've paid a third, two-thirds, or 100% of the cost, depending on the plan. But with equal rates all around, we might be tempted to hold back some retail money and run our own ads," he said.

"If the direct buy system became widespread, it could end the agencies' commission structure and create a fee basis. Advertisers will always need agencies for creativity," he added.

■ Howard Gray, advertising manager of R. J. Reynolds Tobacco Co., said the elimination of a retail-national rate disparity "makes a lot of sense."

"But I wouldn't care to comment about the direct purchase of space, since Reynolds would not be affected," Mr. Gray added, suggesting that the company's agency, William Esty Co., should handle this answer.

■ Richard E. Forbes, director of corporate advertising, Chrysler Corp., described the closing of the rate gap as, "a concession long sought from the newspapers by national advertisers and their agencies. It provides an equitable rate base for all comers who use equal amounts of space; formerly it was only the local advertiser who got the advantage of bulk discounts.

"While the various CID plans recently offered by some newspapers were a step in the right direction," he said, "this bulk discount approach is simpler, less cumbersome, and much more practical.

"Aside from the past discrimination on discounts, the old rate differential was unfair to national advertisers in that their advertising (in spite of 'bogus' practices in some shops) actually cost the newspapers less to handle."

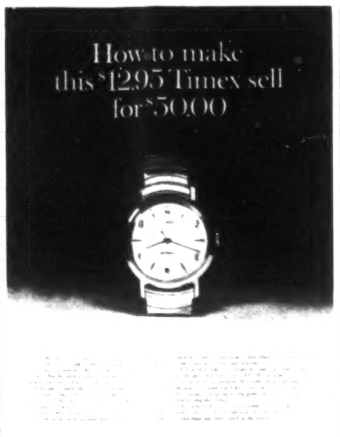
Mr. Forbes said the plan to let the national advertisers buy direct "is good or bad, depending on the value placed on agency service, since the differential between the *News* and *Journal's* commissionable rates and their net open rate is exactly the amount of agency commission. The effect is the same for national advertisers who contract for linage in excess of 5,000 lines, in which case the 'general' net rate is the only one available to him.

"If he uses an agency, it will simply add its 15% in submitting billing. The only difference in such case is that the agency is being compensated by its client rather than by the medium. This also is good or bad, depending on where one sits, but it does open the door to agency-client bargaining on compensation," he added.

■ At General Mills, Minneapolis, G. D. Morrison, manager of print media, said he had not studied the News-Journal Co. rates, but commented that wide discrepancies between national and local rates "are something that has concerned all of us."

Mr. Morrison said the opportunity to buy direct would not affect the company's procedures because "all of our material goes through the agency."

■ Herbert W. Cohon, president of the New York agency bearing his name, said that if the new rate structure is a harbinger of things to come, the *Wilmington News* and *Journal* "are fostering the growth of internal advertising agency set-ups within the framework of leading national advertisers."



REVERSE ACTION—*Timex is running this b&w bleed page ad in the June 9 Life to point out how the price of the watch could be raised to $50 by switching to old-fashioned handiwork or adding unneeded parts. Warwick & Legler, New York, is the agency.*

In a letter to Harry C. Harbison, advertising director of the Wilmington dailies, Mr. Cohon asked: "What is the point of agency recognition, or a credit rating, if our 15% commission will now be available to any and all advertisers on a direct basis? For years, agencies have served as your salesmen, have maintained substantial bank balances, have remitted to you promptly on the 15th of each month.

"The extra expense to your paper of credit checking alone, to determine the financial stability of direct accounts, will outweigh the advantages you anticipate."

■ Mr. Cohon told Mr. Harbison, "If you were looking for a new departure, if you really wanted to make advertising history, you should have created a greater than 15% commission to advertising agencies. Instead you have turned your backs on the greatest source of revenue to publishers—the advertising agencies of this country."

Mr. Harbison said that several leading dailies had contacted him about the plan since its details first appeared in ADVERTISING AGE.

"Most of them were saying 'Hooray!' " he said, emphasizing that the *News* and *Journal* was primarily interested in (1) closing the rate gap and (2) doing more business.

■ He pointed out that it was not the Delaware dailies' intention to circumvent agencies, and he doubted that any big wave of direct buying would sweep over Wilmington because of the plan.

"I doubt whether we'll hear from two out of 100 national advertisers who contract with us through their agencies. While we've always made it a practice to bill agencies net, and let them add commissions, the big thing is to get newspapers themselves, out of the agency business.

"Newspapers have helped give rise to the agency business," he said. "But a newspaper is not a broker. Its job it to sell space. We have the rates to do so. I have a great admiration for agencies and the progress they've created, and see no reason for agencies to get excited—and some small ones have—about direct buying under the *News* and *Journal* plan.

"National advertisers are sold on agencies," Mr. Harbison asserted. #

Cooley Joins Nahas

Ray Cooley, formerly vp of Wayne Duddlesten & Associates, Houston, has been named senior account executive of Nahas-Blumberg Corp., Houston.

Kefauver Probes Agency Activities in Drug Ad Field

WASHINGTON, June 2—The Kefauver drug industry investigating committee confirmed today that an investigation is under way involving agencies, promotion organizations and pharmaceutical companies which purportedly have interlocking interests.

A committee source said subpoenas have been issued to a number of organizations. He emphasized that the committee is acting on investigation leads and has no confirmation at this time that such interlocking relationships actually exist.

The investigation of interlocking relationships is a follow-up of the drug industry investigation which the committee has conducted during the past year. A report of this investigation, reportedly running more than 250 pages, is currently circulating among committee members.

■ Meanwhile, the committee is expected to start hearings within the next six weeks on legislation to tighten up on the promotion and regulatory arrangements in the drug industry (AA, April 17). There has been speculation that the study of interlocking promotional organizations may be part of the preparation for this hearing.

The list of organizations under subpoena, returnable June 23, reportedly includes three Sackler brothers as individuals—Arthur, Mortimer and Raymond; three agencies—L. W. Frohlich & Co., Pharmaceutical Advertising Associates, and William Douglas McAdams Inc., all of New York; eight informational activities of the McAdams agency—Worldwide Medical News Service, Medical & Science Communications Associates, Medigraphics Inc., Medimetric Institute, Physicians News Service, Medical Radio & TV Institute, "Image," and "Scope"; three publications and information organizations—MD Publications, *Medical Tribune*, and Medical & Pharmaceutical Information Bureau; six pharmaceutical companies—Purdue & Frederick Co., G. F. Harvey Co., Blair Labs, Bard Pharmaceuticals, Chemway Corp. and Nordson Pharmaceutical Labs; and an accounting company, Siegel & Goldburt.

Dr. Arthur M. Sackler is chairman of McAdams. His two brothers are officers of Purdue & Frederick.

■ In issuing subpoenas for these companies, the committee also requested advertising materials produced for the following drug manufacturers: Parke, Davis; Ciba; Upjohn; J. B. Roerig; Roche Laboratories; Schering; Lakeside Laboratories; and Geigy.

All of these companies are clients of either the McAdams or Frohlich agencies.

In New York, pharmaceutical advertising circles were shaken by news of the subpoenas. It was immediately noted that virtually all these companies have some connection with Dr. Arthur Sackler of the McAdams agency. More than one observer raised the suspicion that the Kefauver committee was acting on information being supplied from within the industry. #

Aubrey Returns to JWT

Stever Aubrey has resigned as vp of Doherty, Clifford, Steers & Shenfield, New York, to return to J. Walter Thompson Co., New York, as vp. Brother of James T. Aubrey Jr., president of CBS-TV network, Mr. Aubrey will supervise the Eastman Kodak account at JWT. He will fill the vacancy created by the transfer of Bill Moore to JWT's international headquarters.

Twiggs Libel Suit Asks $900,000 of C&W, Two Execs

(Continued from Page 1)

him before other C&W employes and before clients serviced by the agency's Los Angeles operation.

The alleged slanderous statements were designed to "defame and damage" Mr. Twiggs personally, the complaint charged, and also were calculated to "injure" his professional reputation.

Further, the remarks allegedly made by the defendants have exposed Mr. Twiggs to "hatred, contempt, ridicule and obloquy and have caused plaintiff to suffer great mental anguish and injury," the complaint said.

■ The complaint further asked that $750,000 be awarded Mr. Twiggs in general damages, and that $50,000 in punitive damages be assessed against C&W corporately, and Messrs. Newell and Dailey individually, for a total of $900,000.

Most of the charges in the Twiggs complaint centered on statements allegedly made by Messrs. Newell and Dailey which touched on the mental competency of Mr. Twiggs.

On May 1, the complaint charged, Mr. Newell made the following statement to Mr. Twiggs in the presence of C&W's treasurer, Edward Comstock:

"Cunningham & Walsh Inc. are relieving you of your duties for a period of three months, and you are to have a leave of absence for this period of time. I hope you will take the three months to find yourself, Reg; to become the old Reg Twiggs we all saw a few months ago. Get this much needed rest, get away from it all, [and] it might even be advisable for you to seek psychiatric help."

■ Shortly after, the complaint charged, Mr. Dailey allegedly related the following "false and unprivileged words" to Joseph J. Hoffman, an executive of a C&W client, Louis Milani Foods Co.:

"I have bad news. Reg is an old friend, and this is hard to say. The heavy pressures on Reg in the Los Angeles office during the past two years have taken their toll. He is edgy, tyrannical in the office, and hard to deal with. The company [C&W] feels it's best to have Reg take a three-month leave of absence. He is on the verge of a nervous breakdown."

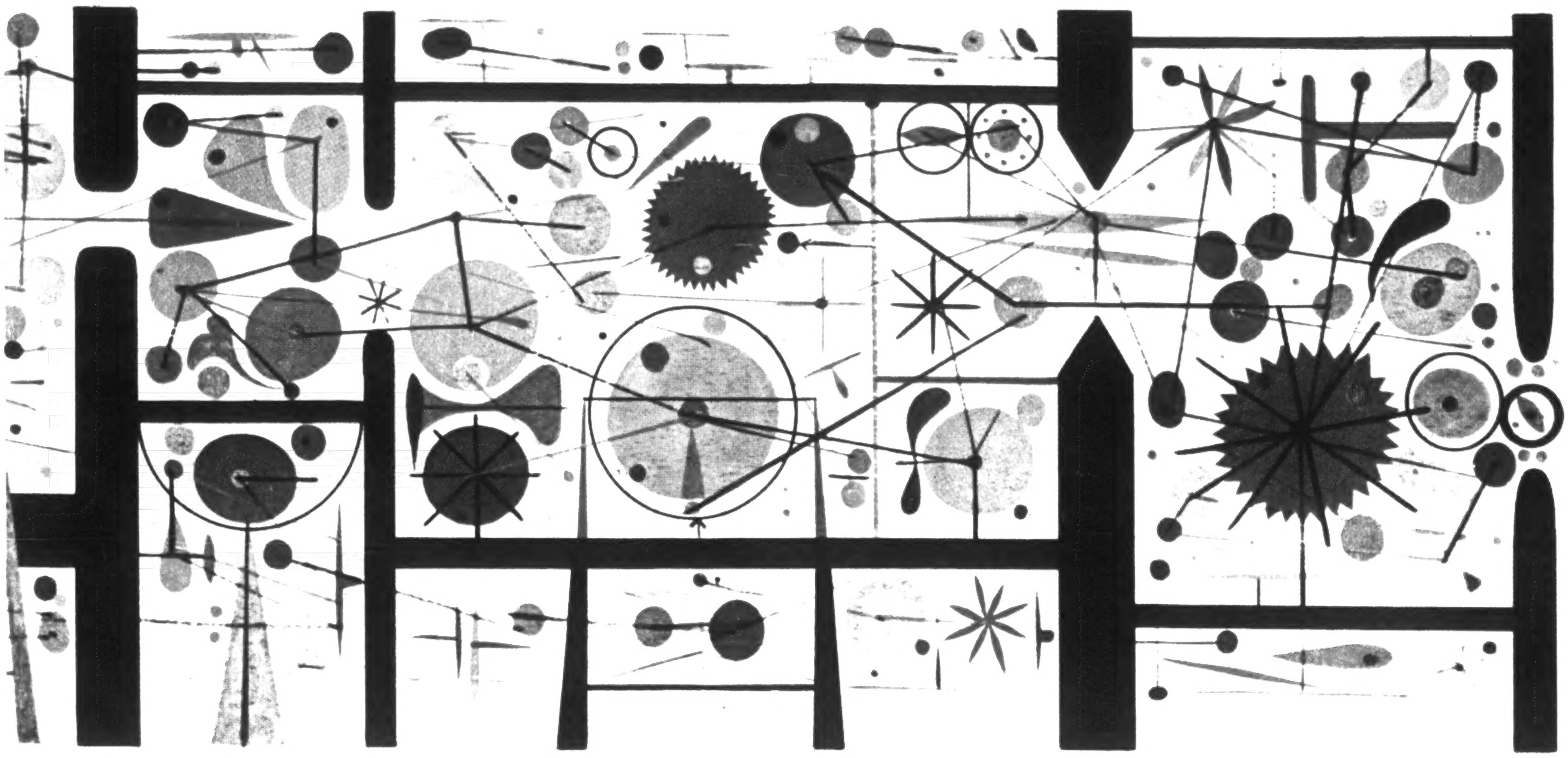
Similarly, the complaint charged Mr. Dailey with making comparable statements to several other C&W clients in Los Angeles.

■ Further, the complaint charged that as "a direct and proximate result of defendants' defamatory statements, an offer of employment as vp and general manager of the Los Angeles office of Grey Advertising was withdrawn [and that] by reason of the withdrawal of said offer, plaintiff has lost profit which would have accrued to him from acceptance of such employment."

(Robert E. Dwyer resigned as vp of Grey's West Coast operations several weeks ago. He has not been replaced.)

Furthermore, the complaint added, "the plaintiff was not edgy, tyrannical in the office or hard to deal with."

Meanwhile, Mr. Dailey said that he has not been served with the Twiggs complaint, and that he has no comment on his colleague's slander suit. "All I can say is that Mr. Twiggs is still an officer of the agency and is still drawing a paycheck," he said. #



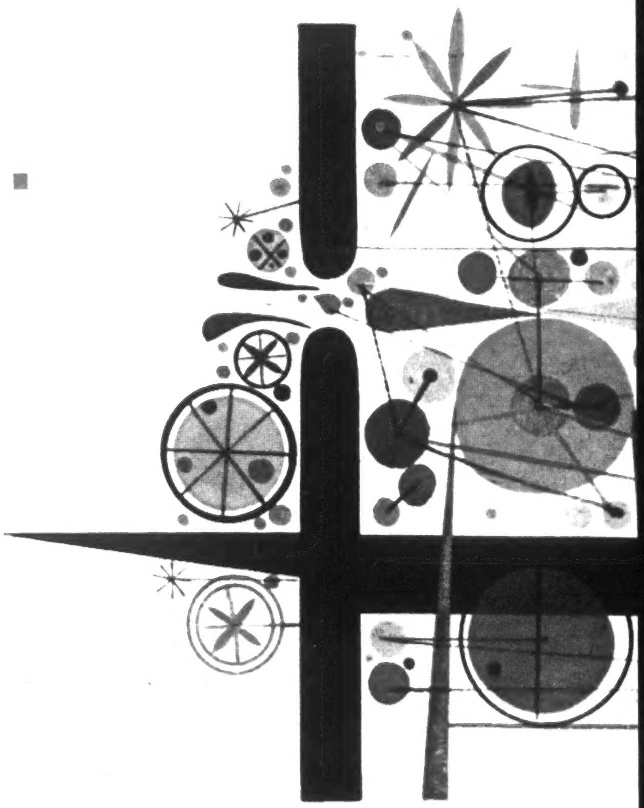
'INDUSTRY', PAINTED IN TEMPERA BY JASON KIRBY

Whatever you make . . .

Whether you make pudding or polish, stockings or steel, medicines or machinery, soda pop or soda crackers . . . whatever you make . . . color printing can help you sell more of it.

The harder a selling job becomes (and selling is getting harder every day), the more the need for using fine color printing as a primary sales tool.

Bright color printing, distributed where you want it exactly on time, is the job of our four national printing companies under one management. How may we help you?



Leading advertisers and publishers depend on printing produced by ***four companies under one management***

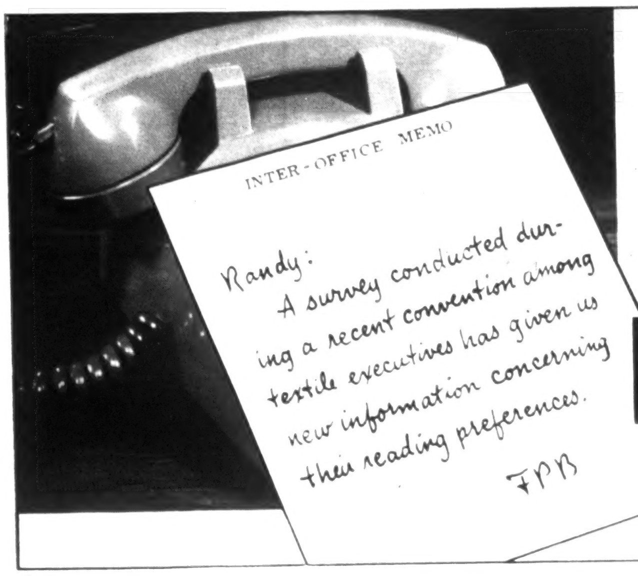
J. W. CLEMENT COMPANY
Buffalo, New York

CLEMENT COLORTYPE INC.
Chicago, Illinois

PACIFIC PRESS INC.
Los Angeles, California

PHILLIPS & VAN ORDEN CO.
San Francisco, California

SALES OFFICES: GRAYBAR BUILDING, NEW YORK • FISHER BUILDING, DETROIT



INTER-OFFICE MEMO

Randy:
A survey conducted during a recent convention among textile executives has given us new information concerning their reading preferences.
FPB

These executives reported that they found more *Reporter* articles keyed to their professional interests than any other textile magazine.
Reporter readers are interested in new equipment and have the authority to buy.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

Along the Media Path

- **The Saturday Evening Post** will provide advertisers with a new paper for color proofing of ads for the inside pages of the magazine.

- A record-breaking 180 major department and fabric specialty stores from coast-to-coast will participate in **Seventeen's** July "Seventeen-by-the-yard" home-sewing campaign, featuring McCall patterns and highlighting the theme, "The Elected Look."

- Special awards for broadcast editorials and radio public service campaigns will be established this year by the **Kansas Assn. of Radio Broadcasters.** The awards will honor a Kansas radio station for the best broadcast editorial and a Kansas radio station for the best local public service campaign.

All tv stations owned by **Taft Broadcasting Co.,** Cincinnati, will inaugurate a special daily news program prepared and designed for the juvenile audience not later than June 5. The local, live shows will be shown around 5 p.m.

- **WIP,** Philadelphia, resumed its Skywatch operation, via airplane, on traffic conditions in and around Philadelphia on Memorial Day.

- On May 21 the **Detroit News** published a 36-page, four-color booklet, "The Real Detroit," which gave a summation of Detroit's present status as a city of industry, education and culture.

- **WDRC,** Hartford, has assigned a "mystery scout" to tour selected areas of its listening zone once each week. When the "scout" walks into establishments and hears WDRC playing, he awards the owner a transistor radio.

- On June 18, **WFAA-TV,** Dallas, will premiere its new 15-minute program, "Let Me Speak to the Manager." The show will be of an informal nature, designed to give viewers and radio listeners a chance to express their likes and dislikes concerning the operation of the station, programming, networks and the industry in general.

- **WBBM,** Chicago, won three first place awards and one second place award in the Illinois Associated Press news awards competition. First place winners were "Five-Twenty News," "John Carmichael Sports Final" and best special events for election coverage. Second-place award was for a radio editorial, "The Sound Barrier Is Broken."

- "ABC Radio West," a comprehensive report on the western market and the facilities of ABC Radio West, a 104-station line-connected network covering ten western states, is available from **Avery-Knodel Inc.,** 720 Fifth Ave., New York 19.

- **KDAL** and **KDAL-TV,** Duluth, has assembled a vacationland kit, consisting of maps and tourist guides, for use in luring tourists to the area surrounding Duluth. Listeners are requested to urge friends and relatives in other cities to spend their vacations in the Duluth area. The station will send the kits to listeners or directly to their friends or relatives. #

Storer TV Sales Names 11

Storer Television Sales, New York, new station representative subsidiary of Storer Broadcasting Co., has appointed nine account executives. Three in the Chicago office are Julian P. Kanter, formerly with Peters, Griffin, Woodward; Sam L. Eadie, formerly with WGN-TV; and Charles M. Lieber, formerly with *The Saturday Evening Post*. In New York are Stanley Schloeder, formerly with WCBS-TV; Alfred Gifford Eager, formerly with Edward Petry & Co.; John P. Altemus, formerly with Paul N. Raymer Co.; E. James Hodgett, formerly with WPIX; Terrence McGuirk; previously with CBS Television Spot Sales; Robert E. Bailer, formerly with Peters, Griffin, Woodward; Donald C. Kamin, previously Storer Broadcasting's midwestern sales manager; and Jack L. Mohler, previously eastern sales manager of Television Advertising Representatives.

Got
a
Better
home-
building
product
to
sell?

SELL IT TO 36,000 EAGER PROSPECTS—
NATIONAL ASSOCIATION OF HOME BUILDERS CONVENTION

If you sell *anything* to the home building industry and you have a healthy interest in money and profits, then the place to be December 3 through 7, 1961 is Chicago! At the NAHB Convention! With exhibit space at fabulous McCormick Place!

At last year's biggest, most successful building industry convention ever held, 545 manufacturers and suppliers exhibited. This year's convention, *planned for the first time in December*, should break all attendance records. Be sure you take advantage of this great sales opportunity.

Rush your reservation!

Space assignments start July 3rd on all applications received by July 1st. If your advertising or sales promotion department has not received an Exposition Brochure by June 15, write, wire or phone Exposition Headquarters Office, NAHB, 140 S. Dearborn St., Chicago 3, Ill. Telephone RAndolph 6-1640.

National Association of HOME BUILDERS
Annual CONVENTION EXPOSITION Chicago
December 3-7 1961
SEE OUR EXHIBIT

McCORMICK PLACE, CHICAGO, DEC. 3-7

Adman in the News .. John Cunningham

AFA Meeting

Either television has improved a lot, or Jack Cunningham is getting mellow.

John P. Cunningham

"My only violent objection to television today," he said in an interview, after being named chairman of the Advertising Federation of America at its convention in Washington, "is multiple spotting at station breaks."

Only a couple of years ago, the head of Cunningham & Walsh was flailing away at the medium's boredom, imitation and mediocrity. He was assailing its "swarm of singers, smother of sheriffs and self-propagating quiz shows."

Today he was inclined to benevolence and benignity.

"Television deserves a hell of a lot of credit for giving prime time to informational and educational programs. Some 'specials,' like the 'White Paper' on railroads and their future the other night are superb," he said.

■ His objection to multiple spots, it developed, is mostly that they bore the public. "You don't have any right to bore people," he said. "Besides, it's not good selling. How much share of skull can you expect when the eye and the head are assaulted by a closing commercial, followed by one for the product sponsoring next week's instalment, then a one minute commercial, then a station break which often develops into a plug, then another minute commercial, and finally the opening commercial of the next show?"

That was all the 63-year-old agency man had to say about the medium. "I don't want to be a critic of tv," he said.

"Advertising is in better shape today than ever," he went on. "The only sin left that we commit is boring people. Not only on television, but in print. A lot of this boredom comes from 'schools' of advertising. You know, like the 'vodka school'—distinguished by red shoes, deserts and guys drinking in trees. 'Schools' bore the public, because they steal from each other and become repetitive."

■ Mr. Cunningham, a Harvard product, has been in advertising since 1919, when he got a $20-a-week job as an artist with the newborn Newell-Emmett agency. Soon he got into the copy and new business fields. He helped Clarence Newell nail down the Squibb account with an ad headed: "From Experience Comes Faith." The copy said, in part: "Not duke, nor emperor, but the simple word 'doctor' falls on the ear of mankind with greatest deference. Doctor—despair turns to hope. Doctor—apprehension gives way to knowledge. The moment he crosses the threshold the black shadows of fear and uncertainty depart the house."

During prohibition, Mr. Cunningham had the problem of selling White Rock. No copy could mention whisky. One of his Christmastime ads for the product showed only a whisky bottle cork and a White Rock bottle cap. Accenting the surrounding white space were six words of copy: "Good cheer . . . on the alkaline side." Another layout pictured a White Rock bottle next to a glass containing an ice cube and a whisky-colored liquid. Copy this time was limited to three words: "We fix flats."

■ The famous line, "The man from Cunningham & Walsh," had its genesis when Jack Cunningham decided, years ago, to learn more about selling Texaco at retail. Clad in coveralls, he quickly learned that few customers said, "Fill 'er up." Mostly it was "Give me two gallons," or "I'll take a dollar's worth." He also learned the commercial importance of clean rest rooms. Out of all this came the "friendly Texaco dealer" campaigns.

Eleven years after joining Newell-Emmett, Jack Cunningham was named vp in charge of creative production. In 1949, when Newell-Emmett became Cunningham & Walsh, he became exec vp. Five years later he reached the president's chair. He's been agency chairman for three years now.

Mr. Cunningham is no newcomer to association work. In 1952 he was tapped to be chairman of the American Assn. of Advertising Agencies. Today he's a member of the Four A's advisory council.

As chairman of the AFA, he's "not going to try anything new." He said, "We don't need new things, but we're going to do everything we can to implement all the things the AFA has going now."

■ He's got large respect for the AFA, which he believes "does one of the best and most effective jobs" in the field. Its strength, he thinks, derives largely from the fact that it has 137 affiliated clubs around the country. "These clubs are loaded with tremendously dedicated people—people you might call apostles of good advertising."

From here it looks like those AFA people have one of their own kind as chairman. #

CBS-TV Signs Dow, Others; General Mills on 8 NBC Shows

Dow Chemical Co., Midland, Mich., (Norman, Craig & Kummel) has ordered participations in "Investigators" and "Mr. Ed" on CBS-TV, starting in the fall. Dow also will back an hour Judy Garland special on CBS next February. A Victor Borge special will be run on that network in September, sponsored by Pontiac (MacManus, John & Adams). Signed for participations in summer reruns of "CBS Reports" were Thomas J. Lipton Inc., (Sullivan, Stauffer, Colwell & Bayles); Bristol-Myers Co. (Young & Rubicam); Block Drug Co. (Grey Advertising); and Fedders Corp. (Hicks & Greist).

At NBC-TV, General Mills has signed as co-sponsor of "National Velvet" and "Bullwinkle" for next season. General Mills also has placed an order for NBC's "Pip the Piper," a new half-hour children's show, which will start Saturday, June 17, at 9:30 a.m. (EDT). The company has renewed sponsorship in five NBC daytime shows. Orders for General Mills were placed by Batten, Barton, Durstine & Osborn; Dancer-Fitzgerald-Sample; and Knox Reeves Advertising.

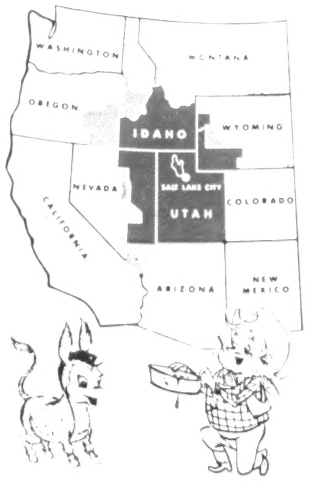
2 Join Kircher Copy Staff

Kirk V. Wiles, formerly copy chief of John J. McCormack Advertising, Huntington, W. Va., and Calvin D. Beck Jr., formerly with J. C. McDonough Associates, Fort Lauderdale, Fla., have joined the copy staff of Kircher, Helton & Collett, Dayton, O.

TAKE SALT LAKE

E PLURIBUS UNUM
THE 2 BILLION MARKET
1921

WITH 1½ MILLION CONSUMERS
BETWEEN DENVER AND THE PACIFIC COAST



This year, two billion dollars worth of goods will move off the shelves of retailers in the Salt Lake-Intermountain Market. Buyers' choices will be largely influenced by ads appearing in the two Salt Lake dailies. These highly respected papers reach and sell the half-million in the Salt Lake metropolitan district, *plus a million more* in the surrounding four-state area.

If 1½ million is a "must" market — SALT LAKE is a must!

NEWSPAPER AGENCY CORPORATION · AGENT · NAC

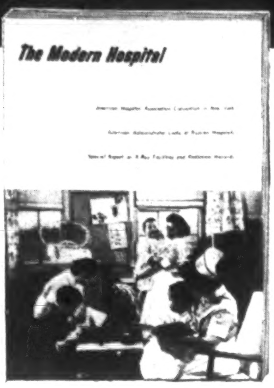
The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market



in the hospital market...

NO WAITING

for business to pick up

You're always on an upward-bound, endless escalator when your products have a place in the construction, operation and maintenance of hospitals. Never, since the beginning of nationwide records of civilian hospital operations in 1919, has there been a decline in available facilities nor in utilization of facilities.

With 1960's near-billion-dollar outlay for new hospital facilities, about 50,000 new beds were added to the nation's hospital plant, adding $300 million more to the $12 billion operation and maintenance bill. April, 1961 hospital construction is up 43% from April, 1960—with the first third of 1961 showing a gain of 29%. Thus hospital expansion in facilities pyramids the market for all the products required to render health service to an expanding population.

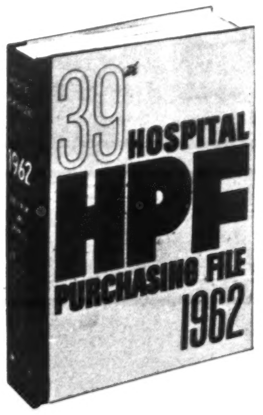
To sharpen your focus on this stable and constantly expanding market, consider that the entire market exists in about 9300 units, that more than 85% of the buying power is concentrated in just over 3000 units (those having 100 or more beds).

Consider, too, that the market's major medium, THE MODERN HOSPITAL, provides coverage of 84.7% of the total market, 88.8% of this bull's-eye sector of more-than-100-bed units. Here is the proved, reliable, effective channel of communication with those who make purchasing decisions—THE MODERN HOSPITAL, for 48 consecutive years the established leader.

Let THE MODERN HOSPITAL tell you about your market in hospitals, with documented evidence on every major point you will want to investigate.

THE MODERN HOSPITAL
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

F. W. DODGE CORPORATION
A McGraw-Hill Company



File hospital product information here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy – and your catalog filed here makes it easy for hospitals to buy from you.* 1962 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

CHOOSE YOUR SAMSONITE LUGGAGE FROM THESE PAGES
BEFORE YOU START YOUR "HOLIDAY-ON-THE-HIGHWAY"
Samsonite
Samsonite Silhouette
Samsonite Travel Line
Samsonite Streamlite
Samsonite Horizon

HIGHWAY HOLIDAY—*Shwayder Bros., maker of Samsonite luggage, has worked out a summer promotion with Ford cars, using this four-color spread in the June 16 Life as a starter. The Fords shown here have been purchased by Samsonite to be given as prizes in a retail salesmen's contest. Car dealers will get displays that can be attached to open Ford trunks to draw attention to trunk capacity. Grey Advertising is the Samsonite agency; J. Walter Thompson Co. has Ford.*

Procter & Gamble Gains in Italy

MILAN, May 31—Procter & Gamble, which first entered the Italian market three years ago with Spic & Span household cleanser, is now cleaning up in the Italian market.

Battling against Unilever, Colgate-Palmolive and the state-controlled oil and gasoline combine Agip, P&G appears to have come a long way since it first established an Italian beachhead.

Its Spic & Span is now a market leader. Camay toilet soap, which it was test marketing in northern Italy about the same time, is now also well entrenched.

In the meantime, it has also launched Tide detergent and this product has also secured a fair share of the market in competition with Colgate's Ola and Lever's Omo.

■ Now P&G is tackling the liquid detergent field with Dreft, which it is currently test marketing in northern Italian towns.

Here it is competing with Lever's Lux Liquid.

P&G is using two Italian agencies for its advertising: ITAM and Sigla. Since the end of World War II, Procter & Gamble has moved country-by-country to challenge Colgate and Unilever, old hands at international marketing.

Both Unilever and Colgate are long established in Italy, and Colgate's Palmolive bar has long held a dominant position in the toilet soap field. #

Brylcreem, Silvikrin in 'Bowl-Free' Promotion

Beecham Products, Clifton, N.J., will run a special promotion, starting June 15, in which it will offer consumers a free game of bowling at any of the "Magic Triangle" equipped bowling centers across the country in exchange for one Brylcreem carton or one Silvikrin shampoo label. The special already has been tested in Miami with great success.

The promotion will be supported in "bowl-free" commercials on "The Untouchables" and "77 Sunset Strip" on ABC-TV. Co-op newspaper ads with Magic Triangle bowling centers also will be used. Merchandising aids, including floor stands, counter displays, shelf talkers, basket cards and window banners, are available to dealers. Kenyon & Eckhardt is handling the promotion.

ACB will spot your name or brand even when it is a "mention" buried in 6-point

ACB 'Brand Mentions' Service

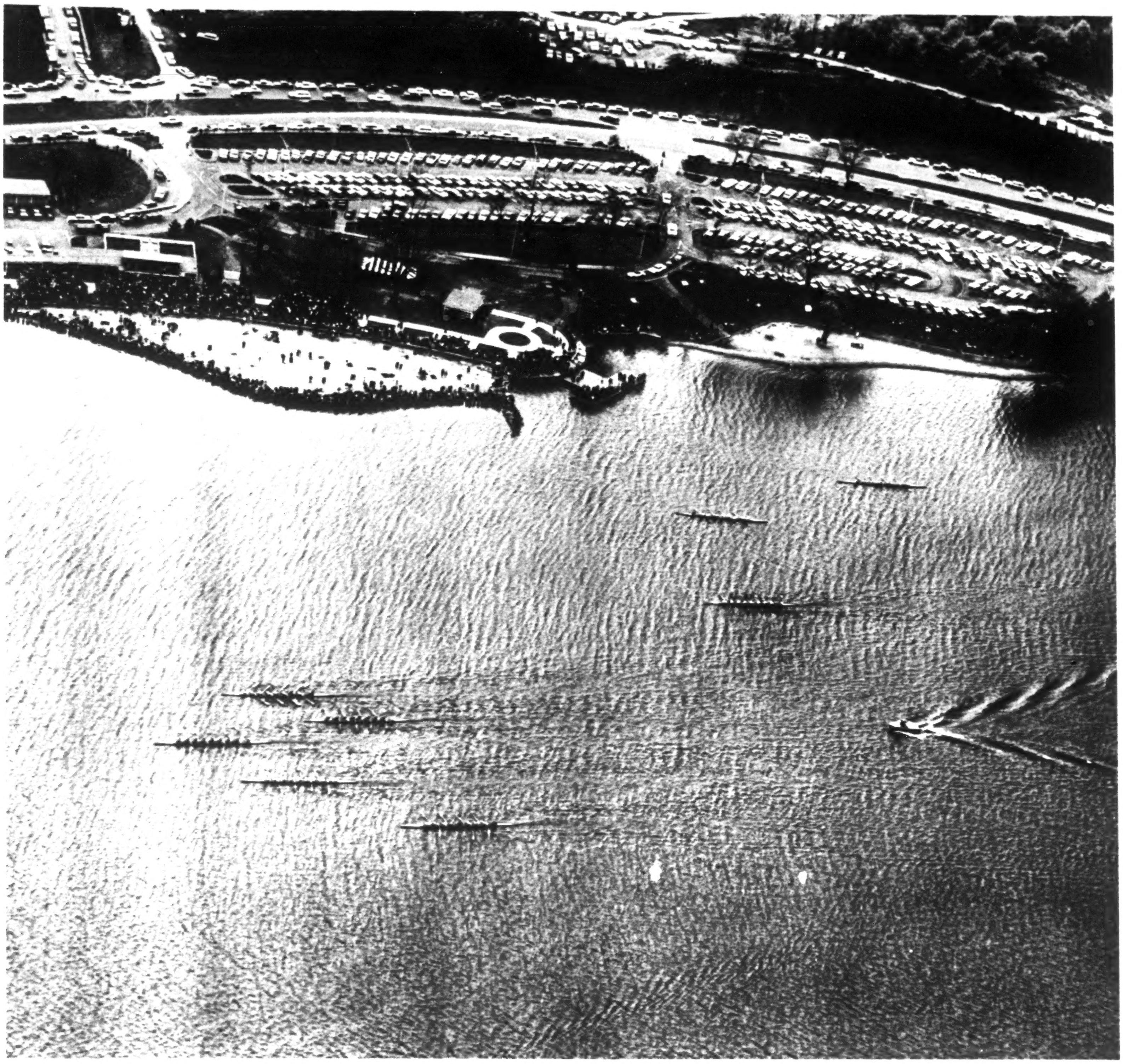
Do 'retail store' advertisers have occasion to mention your name in their advertising—that you should know about? For example . . . your slogan or brand, as: "powered by 'GE' motors"..."as advertised in 'Life' Magazine" . . . "piano by 'Steinway' . . . etc.?"

ACB will locate any such "mentions" as they appear in any daily or Sunday newspaper and send tearsheets of each — or give you detailed Reports as a regular service.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Aven
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Str

Send today for descriptive material and free catalog.



Eastern Sprints, 1961

THIS IS WORCESTER.....

2nd largest market in Massachusetts

The world's largest single day rowing regatta, the "Eastern Sprints", was held May 20th at Worcester's Lake Quinsigamond. Thirteen colleges and universities, represented by more than 60 shells, stroked their way down the 7 lane, 2000 meter course before an enthusiastic crowd of thirteen thousand.

Conditions were ideal, just as they were last year for the same event, and as they have been for three Olympic rowing tryouts. Oarsmen as far back as 1886, when Ed Hanlan set the world 3 mile speed record, have enjoyed one of the finest race courses in the world. Long and narrow, sheltered by hills, straight as a die, weedless and currentless, "the Lake" is perfect for rowing — and watching. Competitors like the facilities, too. Regatta Point, Worcester's brand new million dollar boating center, serves as coordination headquarters for crews and officials, and its specially designed launching site makes light work of usually rigorous launching problems.

This kind of sports leadership is continuously reflected in Metropolitan Worcester County's position as one of the nation's "Top 50" Markets — 43rd in spendable income, 48th in population, an important Billion Dollar County.*

Source: Sales Management

Worcester stands for big business, yours included

CIRCULATION: DAILY 155,015 — SUNDAY 103,332

WORCESTER TELEGRAM **The Evening Gazette**

SUNDAY TELEGRAM

The Moloney,
Regan & Schmitt
representative
knows Worcester.

Owners of Radio Stations
WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

The Editorial Viewpoint . . .

Let's Stop Citing Ad Expenditures as a Thing to Be Ashamed of

On May 24, Ed Murrow, head of the U.S. Information Agency, made a speech to the National Press Club in Washington. Among other things, he said that USIA needs more money and more men to do an effective job of competing successfully with Russia, Communist China and the United Arab Republic on the propaganda front.

Then he joined the uninspiring parade of public officials who have decided that the way to make their point is to present odious comparisons with advertising. The total USIA budget, said Mr. Murrow, "is one-fifth of the estimated advertising budget of our armaments manufacturers. One American soap company spends almost as much on advertising as the USIA spends explaining U.S. policy abroad."

The comparison is irrelevant, incompetent and immaterial, and we are getting tired of having it made. It is sophistry of the highest order, and comes with particularly bad grace from a man like Ed Murrow, who had so long paraded his disdain for the kind of dialectic chauvinism this sort of statement represents.

The implication is that, somehow, these expenditures for advertising are responsible for holding down the USIA budget—or, at the very least, that we should all be ashamed of ourselves because advertising expenditures are so high and the USIA budget so low.

The fact is, of course, that there is no cause-and-effect relationship between the two sets of figures whatever. But if you want to dig one up, you can prove quite convincingly that if the advertising expenditures were reduced, the USIA budget—and all other government budgets—would also be reduced. Because it is taxes paid by companies on profits (made largely as a result of advertising expenditures) that provide a substantial part of the funds for all the government agencies, including that which Mr. Murrow heads.

The "American soap company" whose advertising expenditure is almost as large as the USIA budget happens to have paid $78,607,000 in federal income taxes alone last year—enough to pay for three-quarters of the entire present USIA operation.

How about mentioning this fact some time?

The ten largest advertisers in the United States last year, according to ADVERTISING AGE computations, invested a total of $607,866,912 in advertising in measured media. Here are the advertising expenditures and the federal income taxes paid by these companies during that same year:

	Advertising Expenditure	Federal Income Tax*
1. General Motors Corp.	$122,227,529	$1,078,500,000
2 Procter & Gamble Co.	109,562,745	78,607,000
3. General Foods Corp.	65,084,760	71,350,000
4. American Home Products	54,824,458	51,393,896
5. Ford Motor Co.	53,815,502	346,800,000
6. Lever Bros.	53,518,182	14,000,000
7. Chrysler Corp.	43,329,957	33,000,000
8. Colgate-Palmolive	41,411,194	22,781,097
9. R. J. Reynolds Tobacco	34,134,163	119,670,000
10. General Mills Inc.	29,958,422	10,847,000
Total	$607,866,912	$1,826,948,993

* For fiscal years ending at varying periods. In one or two instances, some state and foreign income taxes are included.

We want to point out, particularly, that these tremendous tax figures are for federal income taxes only (except where annual reports include unidentified sums for local or foreign income taxes). The tremendous volume of other taxes paid by these companies, and the personal income taxes paid by those who receive salary and wages from these companies, are not included.

No one in his right mind—and certainly not the managements of the companies involved—believes those tax payments would be higher if the advertising expenditures were lower. On the contrary, like the fuel that runs the power generator, the advertising expenditures help generate the business that makes the tax payments possible.

And it is time we made this clear enough for everybody—in or out of government—to understand.

Think First, Act Later

The case of the Wilmington newspapers and the change in rates which has been announced is an interesting example in the advertising field of a maxim which makes sense in all areas: Make sure you have studied all the implications of an action before you act.

Advertisers generally will applaud the desire of the Wilmington papers to eliminate the rate differential which has existed in too many cases between national and retail rates.

But not all the possible implications of the action, which permits advertisers to get the "net rate" (that is, no advertising agency commission is included) apparently were thought out; and as a result there has been a considerable amount of backing and filling as to exactly what is taking place.

It would obviously have been better to figure it all out beforehand.

Gladys the beautiful receptionist

—**Allen Glasser, Cantor Publications Inc., New York.**

"He just bought a house in the country—five rooms and a path!"

What They're Saying . . .

Beebe Draws a Bead

If the entire flimsy structure of Madison Avenue, with its projection of images, incentives to wastefulness and touting of trash, should one of these fine days disintegrate into irretrievable ruin, a lot of us would cheer our heads off.

Not that there is anything inherently wrong with the advertising of service and merchandise when conducted with anything resembling propriety and dignity, but the techniques of promoting the useless, the meretricious and the downright worthless have become offensive to perceptive people, and there are signs that maybe the decline of intelligence dominating big-time advertising has set in. Much advertising not only is no inducement to purchase merchandise or consume goods, it is downright offensive and calculated to stir feelings of revulsion and antagonism . . .

An institutional campaign designed to promote the dairy industry generally, and the consumption of milk in particular, shows a likeness of a glass of Grade A juxtaposed to that of a teddy bear with the pitch: "Which One Haven't You Outgrown?" My instant reaction is in favor of the teddy bear and a determination to have nothing to do with milk. The teddy bear image is fairly deeply embedded in my consciousness; I like bears and I was devoted to the teddy bear of my youth and the suggestion that I should emotionally renounce teddy bears in favor of an insipid temperance beverage conditions me against possible drinking of milk.

At the other end of the bar, metaphorically speaking, I recoil from the consumption of whisky which is advertised as being "light." The presumption implicit in this approach is that somehow a "light" whisky is better than a "heavy" whisky, but to my perverse thinking it suggests a cheap, ineffective, flavorless and underproof product that all right-minded whisky drinkers should reject . . . I want my whisky strong, boozy, potent, full-bodied and of irreproachable proof, the sort that used to be consumed by heavily mustached men in cast-iron derby hats with good solid watch chains across prosperous stomachs.

From a syndicated newspaper column by Lucius Beebe.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Abby Van Buren created quite a furor by reporting 100,000 letters from readers of her newspaper column, protesting against pointed-toe styles in women's shoes. But somehow the manufacturers haven't been able to get a peek at these burning missives.

•

P&G is trying hard to persuade housewives via newspaper ads that they shouldn't redeem manufacturers' coupons without buying their products.

Only obstacle to the success of the effort is a little thing called human nature.

•

Herb Elliott, who holds the world's record for the mile run, is boosting his new book by saying that Americans are too soft to excel in his specialty.

Someone is now likely to ask him why he doesn't try the marathon.

•

Shell added a big news kick to its full-page newspaper ads for the chemical division when the agency supplied the papers with the details of the X-15's flight, right on top of the front-page headlines.

•

"Computers moving into media, research fields," reports the world's greatest advertising journal.

Computers can supply the right figures, but the decision makers will still have to do their own figuring.

•

Television Advertising Bureau points with pride to increasing cigaret advertising, and what with all the new brands of filters, recessed filters, kings and menthols, a lot more advertising dollars are likely to go up in smoke.

•

Radio and television announcers who have been reporting the racial disturbances in the South have been influenced by military pronunciation to the extent of calling bus stations "deppots."

•

An air conditioning manufacturer has an opening for a copywriter with "creative flair that can be demonstrated by samples."

Okay, as long as the samples don't have to be accompanied by Starch scores or sales reports.

•

President Kennedy, the story says, has put postal rate increases on his priority list, and they may even take precedence over the man-in-the-moon project.

•

A magazine series on Queen Elizabeth and Prince Philip written by a royal footman may prove the exception to the rule that no man is a hero to his valet or other household servitor.

•

One result of the new Wilmington newspaper setup in which the national-retail rate differential is eliminated may be escaping the shenanigans occasionally reported in connection with co-op advertising programs.

•

A social investigator says prices charged by restaurants appear to be in inverse ratio to the amount of light supplied customers attempting to locate the menu items they have ordered.

COPY CUB.

All five counties in the Washington, D. C. metropolitan area are in the top ten United States counties in per family income.

The Washington Post has more circulation than any other Washington newspaper in all five counties.

RANK OF TEN LEADING COUNTIES
IN THE UNITED STATES

Net effective buying income after taxes

County, State	Net E.B.I. Per Hsld. Income	Rank in Group
Montgomery, Maryland	**$11,464**	**1**
Arlington, Virginia	**10,103**	**2**
Westchester, New York	9,878	3
New Castle, Delaware	9,865	4
Nassau, New York	9,418	5
District of Columbia	**9,385**	**6**
Fairfax, Virginia	**9,194**	**7**
San Francisco, California	9,177	8
Lake, Illinois	9,135	9
Prince Georges, Maryland	**9,101**	**10**

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The Washington Post

FIRST IN WASHINGTON

In Circulation · In Advertising · In Awards

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly

Sell the GROWTH MARKET
through one of America's grea

The Voice of the Rocky Mountain Empire
★ THE DENVER POST
HOME EDITION
Denver, Colo.—Climate Capital of the World
Vol. 69, No. 288
5 Cents, 60 Pages

Real Estate Loans Set Record for Area

Martin-Denver Plant To Expand Space Arm

The Martin Co shortly will begin a major expansion of its Denver Division space research and development program company officials announced Saturday.

Dr W L Whitson Martin vice president said the build-up is intended to give Martin-Denver the lead in the space systems industry.

The first step in the build-up, he said, will be the establishment of a new research department within the advanced programs department.

Dr William H Clohessy manager of research for Martin will head the new department Whitson said.

He said the Denver Division's space program—spearheaded by its advanced programs department—now is prominent in the missile and space industry "but in the future we intend to lead the way in space science and technology.

"It is appropriate that Dr Clohessy will direct the expansion of the research department," Whitson said. "He has been an outstanding leader in our research in the past and I consider him an ideal choice to guide the new department in the future."

Clohessy 38, received a Ph D degree from Cornell University in 1948 He was a university instructor until 1952 when he entered the missile field, becoming chief scientist at the White Sands N M proving ground in 1957 shortly before he joined the Martin Co.

Whitson said mathematicians, physicists, propulsion engineers and specialists in space research will conduct research and theoretical studies anticipating future requirements of space and weapons systems in the new department.

Among the programs to be studied he said are ways and means of testing nuclear rockets engines in flight and the development of space vehicles for use as ferry craft, rescue work and satellite maintenance.

Further changes in the advanced programs organization will be announced in the future, he said.

3 FOR AREA

'Super Department Stores' Chain Slated

A Colorado corporation has been formed to build a chain of three self-service "super department stores" in the Denver metropolitan area.

The company is Fan Fair Ltd headed by Jacques H Adler of 330 E 10th Ave owner of a wholesale jewelry firm with outlets in California Indiana Illinois Wisconsin Florida San Juan Puerto Rico and Antwerp Belgium. The headquarters is at 1615 California St.

A modernistic thin-shell concrete building to house the first of three Fan Fair department stores is under construction at 333 Havana St. in Aurora's new Eastland Shopping Center.

Adler said Saturday the three identical department store structures will cost an aggregate of $7.5 million when completed and stocked.

- **Adler said the first unit in Aurora will be opened** this fall to serve the entire East Denver area.
- **The second unit will be at 2055 S. Sheridan Blvd.,** adjacent to the Sheridan Southwest Shopping Center. Adler said it will open early in 1962 serving the southwest metropolitan area Lakewood Englewood and Littleton.
- **The third unit, to be opened in the fall of 1962, will** serve the northwest metropolitan area including Arvada Wheat Ridge Westminster Thornton and Boulder.

The shell concrete buildings were described by Milo Ketchum of Ketchum, Konkel & Hastings, consulting engineers for the project, as "unique and ultramodern."

Al Cohen Construction Co. the firm which built the 888 Logan luxury apartment house and the four-story Cherry Creek Medical Building is general contractor for the three Fan Fair buildings.

3,500 ATTEND

Scientists At Joint Convention

More than 3,500 earth scientists and their wives are registered for a convention at the Denver Hilton Hotel through Thursday.

The joint annual convention of the American Assn. of Petroleum Geologists and Society of Economic Paleontologists and Mineralogists officially opened Monday.

Monday afternoon six papers on exploration research were presented at the AAPG session. A research symposium included three papers on water movements and sedimentation at the SEPM session Monday afternoon.

William C. Krumbein of Northwestern University told AAPG delegates, "Unless fullest use is made of automatic data processing, the fullest implications of the growing body of geologic data may never be realized."

Subdivision Started By Bogue Homes, Inc.

Bogue Homes, Inc., builders of 1,500 homes in the Virginia Vale, Virginia Park and Virginia Village areas of Southeast Denver in the last eight years, have launched a major new subdivision project in Aurora.

Show homes will be open daily beginning Sunday at 10 a.m. in Bogue's Park View, E. 6th Ave. and Revere St.

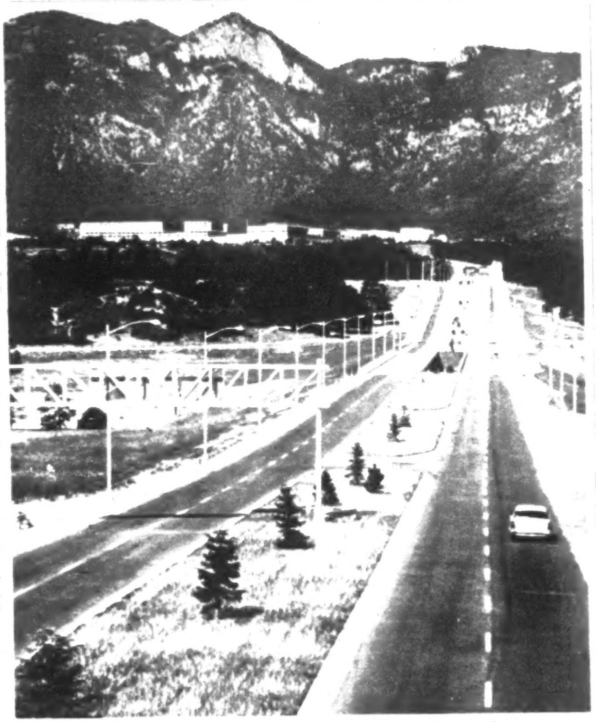
The firm headed by Marcus C. Bogue will build three-bedroom brick homes with basements on 110 sites in Park View, an area adjoining the

up with four basic new plans for Park View with variations in the size and location of the garages also available.

Covered rear patios, full basements and separate diningrooms are features of all four new models, Bogue said.

Special Features

Trussed roofs, aluminum windows, door sills and screen doors are additional features of all four, along with all copper plumbing and one and three-fourths baths.



2 Million Visitors Expected in '61

The $136 million U.S. Air Force Academy, which will open its own preparatory school in the fall, is expected to attract more than 2 million visitors during 1961, making the nation's newest service academy, near Colorado Springs, one of Colorado's greatest tourist attractions and an easy "side trip" for tourists based in Denver.

AF Academy Plans Preparatory School

By TOM GAVIN
Denver Post Staff Writer

The Air Force Academy near Colorado Springs will open its own preparatory school in September to help enlisted men qualify for admission as Academy cadets.

Permission to establish the school was received by Academy officials Saturday from Air Force headquarters in Washington.

The school's one-year course will provide intensive brush-up instruction in language, literature, algebra and geometry for Academy candidates selected from enlisted ranks in the regular branches of the armed forces, the Air Force Reserve and the Air National Guard.

The students who will be assigned to the prep school under normal military orders will also be instructed in military discipline and drill, and will receive intensive physical training.

To Handle 200

Academy spokesmen said the prep school will have a capacity of 200 students. It will be established in the Academy's enlisted barracks area several miles south of the cadet complex.

The school will have a staff of 35 persons including 17 officers on its faculty.

Although no estimates have been made of its total operating cost an initial outlay of approximately $68,000 will be necessary for books, teaching equipment and modification of fixtures in buildings to be converted into classrooms.

The school's courses will be on a high school level and will thus not carry college credit. Their purpose will be to prepare students for the Academy entrance examinations and regular course of instruction.

Academy preparatory students

5 Exchanges Testify to Area Boom

The Mountain States Telephone and Telegraph Co. Thursday "raised its voice" to give five new "talking points" about the growth of Metropolitan Denver.

The five new points involve additional exchange facilities capable of handling more than 50,000 new telephone connections which the firm believes will be needed between now and autumn.

With 437,849 telephones in

Sundstrand Firm To Have Part in Defense Order

Sundstrand Aviation of Denver will participate in a major defense contract to produce a new type of starter for jet engines described as comparable to the first electric starter installed on an automobile.

The announcement was made Wednesday by Carl L. Sadler, vice president of aviation and defense products for Sundstrand Aviation of Rockford, Ill.

Sadler said certain parts of sub-assemblies "of a large quantity of jet engine starters" will be built and tested at the Denver facility, which is located near N. Federal Blvd. and W. 70th Ave. and is headed by Richard H. Olson, Sundstrand vice president.

The starters will be installed on F100 fighter planes and B52H strato bombers.

3-Month Total Aids Building

By WILLARD HASELBUSH
Denver Post Business Editor

The Denver area's 1961 construction boom has set another record.

Figures released Wednesday by Lloyd Hughes, president of Title Guaranty Co., disclosed that new real estate loans in the five-county metropolitan area grossed $130,665,935 during the first three months of the year.

That's an increase of 20.5 pct over the first quarter of 1960 and a new high for the period.

The increase in mortgage loan dollar value which directly reflects construction activity was reported in all five of the metropolitan area counties.

Hughes said the number of loans for the period increased 13.5 pct., 9,071 this year compared with 7,993 for the first quarter last year.

Jefferson County is the pace setter for the increased building activity in the area. Total dollar value of new loans in Jefferson County up to April 1 was $28,747,820 an increase of 39 pct over the first quarter of 1960. The number of loans increased from 1,216 to 1,673 a jump of 37.6 pct.

Boulder County also has a construction boom. Dollar value of loans in the first quarter this year increased 32 pct over the 1960 level to $11,540,592. The number of loans (at 875) was up 25.2 pct.

Arapahoe County showed an increase of 27.5 pct with a total dollar value of $27,777,124. The number of loans was up 21.3 pct to 1,818.

Adams Shares Boom

Adams County showed a gain of 9.2 pct with a dollar value total of $18,371,707 compared with $16,826,082 up to April 1 last year.

Denver County also showed a gain. Dollar value increased from $40,428,052 in 1960's first quarter to $44,228,692 this year. The increase was 9.4 pct.

The number of loans in Denver County climbed only slightly from 3,072 in the first quarter of 1960 to 3,083 this year.

Other firms which loaned more than $1 million each in mortgage money during March:

First National Bank of Denver $2,715,237, Western Federal Savings $2,406,087, Denver U S National Bank $2,235,665, Empire Savings Building & Loan $1,700,065, Mortgage Investments Co $1,625,000, Capitol Federal Savings & Loan $1,313,730, Midland Federal Savings & Loan $1,154,418, First Federal Savings & Loan $1,106,460, Majestic Savings & Loan $1,078,356, Van Schaack & Co $1,059,450 and Kassler & Co $1,022,220.

Bank Debits Up 13 Pct. in March Over '60 Level

Denver business activity in March and the first quarter, as evidenced by bank debits, topped the 1960 performance by a substantial margin.

Debits here were up 13 pct. to $1,698,756,000 for March and were up 13 pct. to $4,662,976,000 for the first quarter, according to the Kansas City Federal Reserve Bank.

The Denver performance outstripped that of the 10th Federal Reserve District as a whole, which was 8 pct. ahead of 1960 for both the month and quarter. District debits were up to $9,703,675,000 for March and up to $27,726,799,000 for the first quarter.

Greeley, Colo., turned in one of the best marks in the district with debits up 20 pct. to $62,415,000 for March and up to 24 pct. to $181,398,000 for the first quarter.

Debits are all checks drawn on banks.

Incomes In State $4 Billion

Personal income for Coloradans last year reached a record total of $4 billion with an average of $2,301 for every man, woman and child in the state.

A U S Commerce Department report showed Monday that incomes rose to new highs in every state in 1960 despite the business slump in the last part of the year.

Colorado's per capita income ranked 14th in the nation. Per capita leaders were Delaware with $3,094; the District of Columbia, $3,000; Connecticut, $2,871, and Nevada, $2,854. The national average was $2,242.

The gross personal income in Colorado for 1960 was $4,046,000,000, up $309 million for a gain of 8.2 pct. The national gross total of $401.6 billion for last year was up 5 pct.

Total and per capita income figures for other Rocky Mountain Empire states last year were:

Wyoming, $751 million, $2,262; New Mexico, $1.7 billion, $1,789; Kansas, $4.5 billion, $2,066, and Nebraska, $3 billion, $2,113.

26 BUILDINGS PLANNED

Apartment Project Rises in Littleton

The first four buildings in a planned $2½ million, 26-building apartment house complex in Littleton are nearing completion.

Tenants already have moved into one of the two-story

Groups Lure Travel Trade

of the West
newspapers

few newspapers anywhere
cover their home city and regional
markets as effectively
as THE DENVER POST

Denver, Colorado
Post's daily coverage: 69%
Post's Sunday coverage: 80%

Boulder, Colorado
Post's daily coverage: 44%
Post's Sunday coverage: 87%

Longmont, Colorado
Post's daily coverage: 37%
Post's Sunday coverage: 70%

Fort Collins, Colorado
Post's daily coverage: 42%
Post's Sunday coverage: 85%

CIRCULATION

Daily	265,980
Sunday	348,937
Empire Magazine and Comics	367,168

A. B. C. Publisher's Statement *March 31, 1961*

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

the lid's off...
Maisel's
NEW RESTAURAMA IN LAKE SUCCESS
FAMILY RESTAURANT
MEN'S GRILL
retail shop
COCKTAIL LOUNGE
COFFEE SHOP
CATERING
SO EASY TO REACH: LONG ISLAND EXPRESSWAY TO LAKEVILLE ROAD OR NORTHERN STATE PARKWAY TO EXIT 26 THEN TO UNION TPKE. PLENTY OF PARKING SPACE FOR YOUR CONVENIENCE.

OPENING—*Arthur Maisel's Restaurama, new restaurant at Lake Success, was announced with this spread in New York newspapers. Mervin & Jesse Levine Inc. is the agency.*

Spot Radio Bolsters Ad Impact of Net TV Show, CBS Reports

NEW YORK, May 31—When spot radio is used to supplement network tv, more homes are tuned in to at least one commercial in each medium than when spot tv is used in combination with network tv.

This was the basic finding in a study made by CBS Radio Spot Sales, utilizing A. C. Nielsen Co. data. The analysis was based on case histories of four advertisers whose products were advertised on network tv and spot tv in St. Louis and Los Angeles.

For comparison, Nielsen developed theoretical spot radio schedules of 21 announcements per week which might have been used by the advertisers in place of spot tv. Products used in the test were a drug, a tobacco and two grocery brands.

One radio station was used in each market—KMOX, St. Louis, and KNX, Los Angeles, CBS-owned and represented by CBS Radio Spot Sales. The spot tv schedules were run on two to five stations in each market.

■ Results of the study should interest advertisers whose products have a weekly turnover, according to Maurie Webster, CBS Radio vp and general manager of CBS Radio Spot Sales. Research showed that spot radio, when combined with network tv, provided an unduplicated audience which compared favorably with a spot tv-network tv push.

Spot radio's advantage is underscored when it is noted that the spot tv schedules in the study ranged from two to four times the cost of the spot radio schedules, George Arnold, manager of client relations for CBS Radio Spot Sales, said. #

Washington Fruit Group Hikes Assessments on Growers

Washington State Fruit Commission, Yakima, has voted higher assessments on growers to finance the promotion of the 1961 crop. The assessment on Bartlett pears was raised from $1.75 to $2 per ton. The levy for cherries was increased from $3 to $4 per ton. For apricots sold in fresh markets, the levy will be $1.80 per ton, and for those sold for canning, the levy remains at $1 per ton.

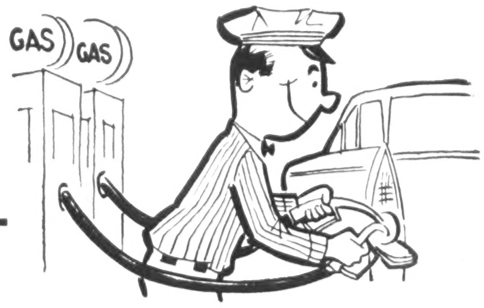
Polyplastex to Delphan

Polyplastex United Inc., Union, N. J., producer of vinyl laminates, has appointed Delphan Co., New York, to handle its account. Alfred Auerbach Associates is the previous agency.

Filmways in London, Rome

Filmways, New York tv film producer, has opened offices in London and Rome under the supervision of Richard B. Sage, overseas production head.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER



WAVE-TV viewers use 28.8% more GAS and OIL

—because they drive 28.8% more miles, in 28.8% more cars, trucks and tractors!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

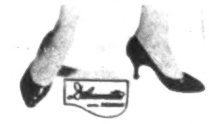
WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

PHOTOGRAPHIC POST CARDS

Any Quantity!

Quick Deliveries



Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.

Dept. AA Danville, Illinois

Utah State Tourist Budget Goes to Evans & Associates

The Utah State Tourist & Publicity Council has appointed David W. Evans & Associates, Salt Lake City, to handle a $58,000 budget for the 1961-'62 tourist season, effective July 1. A major part of the budget will be for major newspapers in the western U. S. and in major travel magazines. For the first time, outdoor and radio advertising will be used.

Restaurateurs Find Customers Yearn for Gourmet Menu Items

CHICAGO, May 31—America's growing interest in gourmet foods was described at the 42nd annual National Restaurant Assn. meeting last week by Donald Greenway, exec vp of the association.

Americans now are making a "social custom" of trying new dishes in restaurants, he said.

In response to this trend, the NRA scheduled twice-daily shows on preparing fine foods, featuring 12 leading chefs, during the three-day convention. The show was co-sponsored by the Culinary Institute of America and Chefs de Cuisine of Chicago.

A technological breakthrough—freeze-dry foods—is aiding restaurants and drive-ins to meet the demand for a greater variety of dishes, Mr. Greenway said. "It may well be that 1961 will mark a breakthrough in the marketing of pre-cooked frozen foods. We have planned our convention around this change."

■ General Foods has been test marketing a line of 26 frozen prepared entrees in restaurants in San Francisco, Sacramento, Houston, Detroit, Flint, Mich., and Scranton, Pa.

Armour & Co. also has a line of frozen prepared dishes for restaurants (AA, May 29).

The growing variety of convenience foods in grocery stores is providing a growing challenge for restaurants, according to Arthur R. (Red) Motley, president and publisher of *Parade* and board chairman of the Chamber of Commerce of the U.S.

"Food manufacturers will produce more convenience foods—new methods, flavors, mixes and blends," he told one session of NRA. "It is obvious that restaurants must examine new products as a means of saving labor, improving productivity, cutting food cost and waste. Otherwise, more of the market will be lost to grocery stores.

"It is a fact that restaurants hardly compete with one another," Mr. Motley said. "The real competition is for your share of the consumer's dollar. The problem is how to get more consumers to spend more for food and to eat out more often."

■ Kitchens of Sara Lee, Chicago, introduced an institutional size cheese cake at the convention. The 2 lb. package features a hole in the foil pan so that the bottom tray can be pushed up, allowing for fast removal of the cake for cutting.

Kraft Foods made its public relations gesture to the restaurant people by importing the "Perry Como Kraft Music Hall" NBC-TV show from New York and airing it live in the course of the convention. Tickets to the show in the 5,000-seat McCormick Place theater were turned over to the NRA for distribution to its members. ⌗

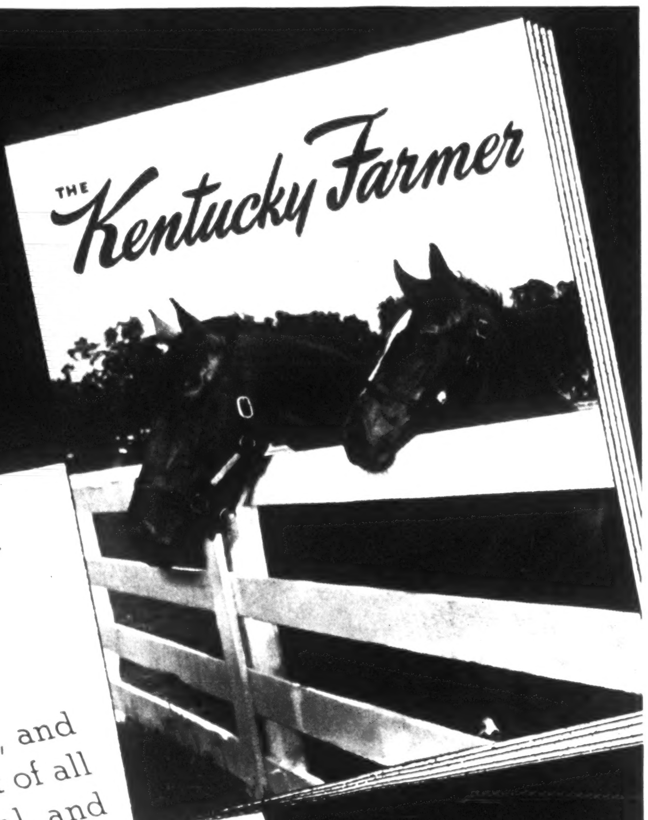
WHICH VP HAS THE IC ?
IT'S EASY TO SEE HE HAS THE IC

WHICH BOSS?—*This two-color ad launched a series in Business Week, beginning May 20, for the copying products division of Interchemical Corp., Cincinnati. Ralph H. Jones Co., Cincinnati, is the agency.*

Ramset Launches Campaign

Ramset Fastening System, New Haven, Conn., Winchester-Western division of Olin, has launched the largest advertising campaign in its history. More than 100 one-page ads have been scheduled in major construction and maintenance publications through December. Ramset manufactures power-actuated fastening tools and Shure Set hammer-in fastening tools. Doyle Dane Bernbach Inc. is the agency.

"…on the home field IT knows what we people need the most."



Bardwell, Ky.

To the KENTUCKY FARMER:

I take three other farm papers, and I like the Kentucky Farmer best of all because it is the most practical, and on the home field it knows what we people need most.

Yours,

Will C. Sims

this is the unmatched pull of

HOME STATE EDITING AT WORK FOR YOU

Your advertising message here becomes appealing, impressive and convincing to more than one hundred thousand Kentucky farmers each month. The Home State editors know and report the farming ideas of greatest local significance in Kentucky. You gain interest penetration that has no equal.

Capitalize now on this prime GROWTH Market!

For example, Kentucky has taken over the lead of all Southeastern states in total cattle numbers . . . 2,115,000 head.

Kentucky's tobacco crop totaled $223,268,000 cash in 1960 . . . nearly all of it marketed during the month of December. That issue of THE KENTUCKY FARMER alone offers farm advertisers one of the greatest selling opportunities in the nation.

Kentucky farm purchases of electrical equipment during the coming years of 1961-65 will total $202,000,000.

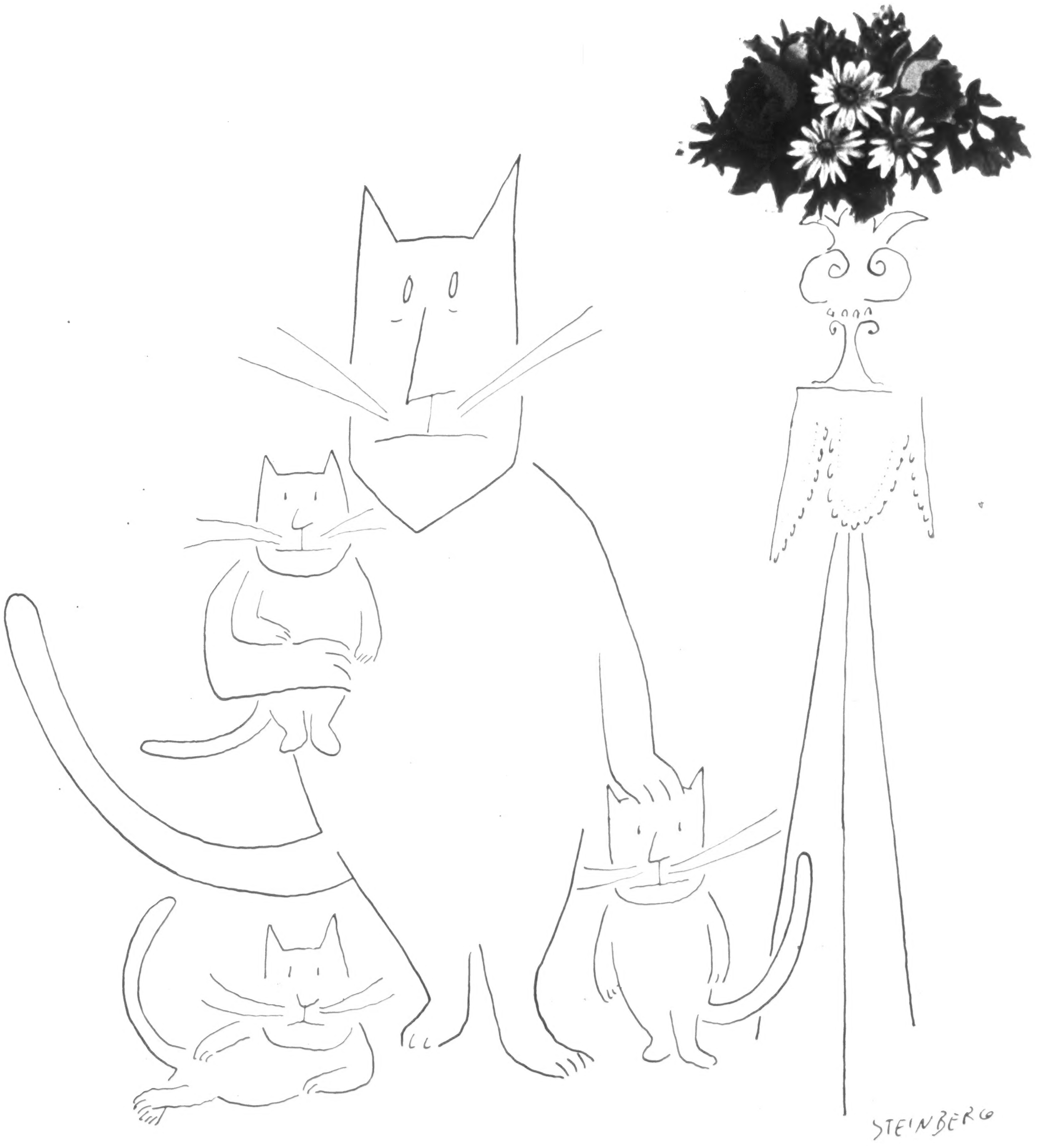
Please write or call us for the full opportunity story on Kentucky agriculture.

THE Kentucky Farmer

MIDDLETOWN, KENTUCKY

Home State Farm Paper Unit

TOP THIRD FARM STATES . . . TOP OF THE SOUTH STATES



Copyright © 1954, The New Yorker Magazine, Inc.

The New Yorker creates

"'This isn't a magazine. It's a movement.' A movement for what? For wit, sincerity, good grammar, careful punctuation, absence of false sentiment and muddled thinking. All of them worthy and important causes . . ."
The Evening Chronicle, Manchester, England.

on the green in one with the Georgia Group

One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

Capital Cities Buys 2 Stations

The fast-growing Capital Cities Broadcasting Corp., New York, last week bought its fourth radio and fifth tv outlet. The latest acquisitions, subject to the usual FCC approval, are WKBW and WKBW-TV, Buffalo. Capital Cities, which is headed by Frank M. Smith, will pay $14,000,000 for the properties, which are owned by WKBW Inc., with Clinton H. Churchill, the corporation's president, as principal stockholder. Mr. Churchill will stay with Capital Cities as consultant, if the sale is approved, and his son, Clinton B. Churchill, vp and station manager, will become a vp of Capital Cities. Several days ago Capital Cities signed to purchase WPAT, Paterson, N.J., for $5,000,000.

CKY Owners Buy CKLG

CKLG, North Vancouver radio station, has been sold to the owners of CKY, Winnipeg, pending approval by the Board of Broadcast Governors.

Welch's
Welch's Fiesta PUNCH
NEW IT'S THE FRUITIEST!
WELCH'S PICKS THE FINEST FRUITS...AS JUICY AS CAN BE
FIESTA BLENDS THEM IN A PUNCH WITH EXTRA VITAMIN C

FRUITIEST—*This is one of the full-color magazine ads which Welch Grape Juice Co. will run to introduce a five-flavor fruit punch, called Fiesta, this summer (AA, May 8). Richard K. Manoff Inc., New York, is the agency.*

Clark Oil Uses Stars' Voices in New Radio Ad Series

MILWAUKEE, May 31—Clark Oil & Refining Corp., a regional gasoline marketer, has lined up an impressive array of Hollywood talent for a heavy 13-week spot radio schedule.

The minute commercials, which began in mid-May, feature Dorothy Lamour, Andy Devine, Peter Lorre, Eva Gabor, Eddie (Rochester) Anderson, Hans Conreid, George Raft, Mel (Bugs Bunny) Blanc, Johnny (Tarzan) Weissmuller, Marie Wilson and Phil Harris.

The commercials are heard throughout Clark's nine-state marketing area, with heaviest concentration in Chicago, Milwaukee, Minneapolis-St. Paul, Kansas City, St. Louis and Detroit.

Tatham-Laird, Chicago, agency for Clark, gave Vic Hunter, head of the T-L Los Angeles office, much of the credit for inducing many of the stars to record the spots.

The agency declined to say how much extra the company was investing to pay talent costs for the Hollywood stars.

■ The commercials also feature the two regular Clark radio characters, Fizbee and the Chief (voiced by Mel Blanc), who visit Hollywood in search of the proper talent to sell Clark.

The stars used were selected for their distinctive voices, according to the agency. #

Hapman, Harborside to Starrs

Hapman Corp., Kalamazoo, Mich., has appointed John Patrick Starrs Inc., New York, to handle promotion for its conveyor and supermarket equipment divisions. At the same time, Harborside Terminal Co., Jersey City, has appointed the agency to handle newspaper and trade book advertising.

Petan, Gallagher Join Adler

William B. Petan has joined the copy staff of William Hart Adler Inc., Chicago, and Thomas Francis Gallagher has joined the merchandising department of the agency. Mr. Petan formerly was with Norman, Craig & Kummel; Mr. Gallagher previously was on the advertising staff of ITT Kellogg.

Faultless Rubber to Gapstur

Faultless Rubber Co., Ashland, O., has appointed Gapstur Advertising, Ashland, to handle its advertising. Howard Swink Advertising Agency, Marion, O., is the former agency of record.

WHO's Herb Plambeck...

Herb Plambeck, right, is applauded by H. V. Kaltenborn, noted NBC news analyst, and Richard Kathe of the American Feed Manufacturers Association, as he receives the 1960 National Animal Agriculture Award.

...Receives TOP Farm Award!

Every year the American Feed Manufacturers Association presents its "Animal Agriculture Award" to one farm broadcaster, for outstanding services to livestock and poultry farmers. This citation is the most significant and most coveted award in the farm radio field.

WHO-Radio is extremely proud that Herb Plambeck has added this distinguished 1960 award to the 45 other state, national and international citations he has received in the past 25 years. Founder and past president of the National Association of Radio Farm Directors, Herb was the originator of national plowing matches, is one of the best-known farm directors in America, is "Mr. Agriculture" to perhaps a million Midwest farm homes. Herb and his staff at WHO-Radio are actually on the air *sixty* times per week with farm programs!

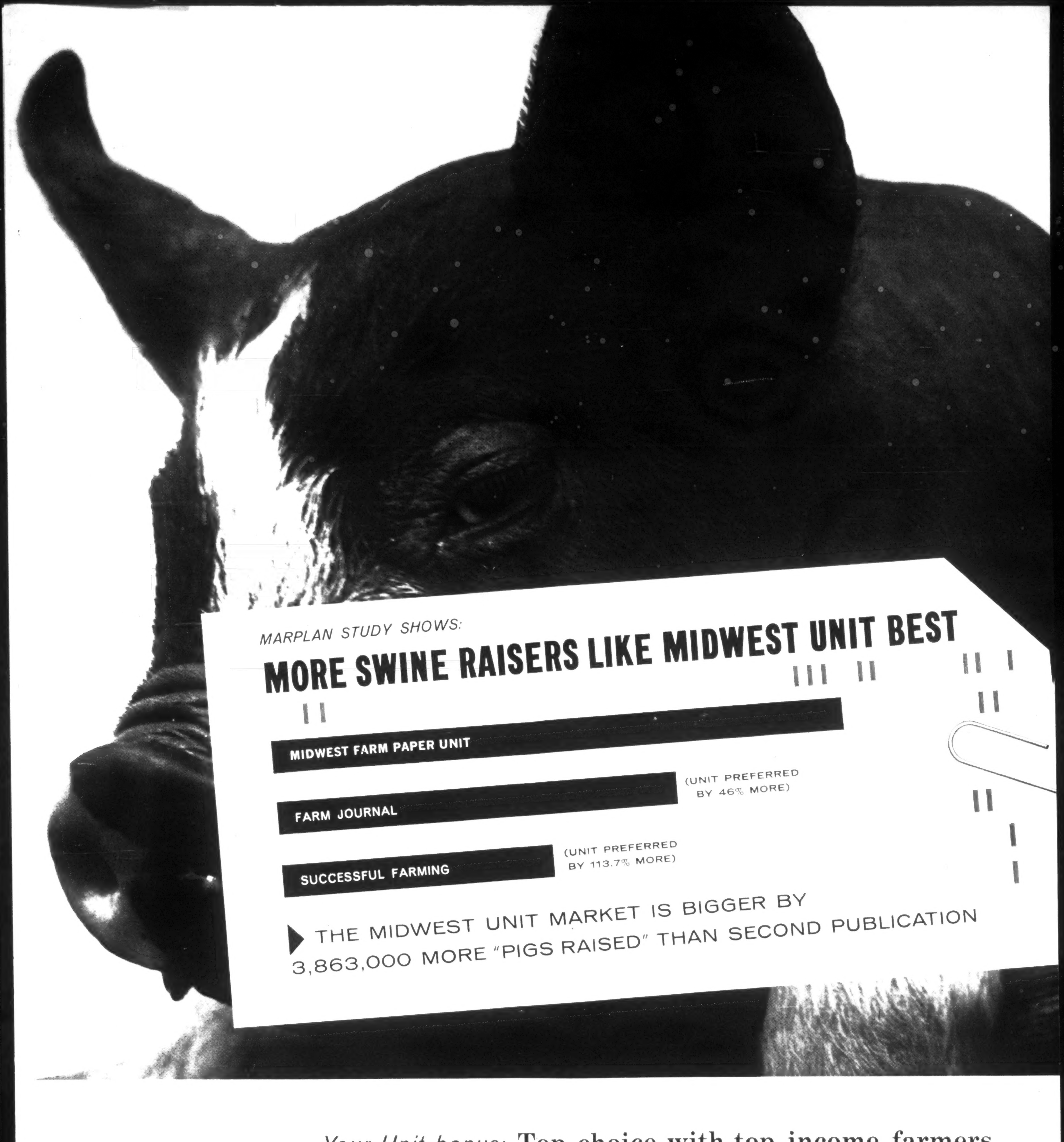
Ask PGW for all the facts that have made WHO-Radio and Herb Plambeck's Farm Department a "must" for farm-products advertisers in "Iowa Plus."

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*


MARPLAN STUDY SHOWS:
MORE SWINE RAISERS LIKE MIDWEST UNIT BEST
MIDWEST FARM PAPER UNIT
FARM JOURNAL
(UNIT PREFERRED BY 46% MORE)
SUCCESSFUL FARMING
(UNIT PREFERRED BY 113.7% MORE)
THE MIDWEST UNIT MARKET IS BIGGER BY 3,863,000 MORE "PIGS RAISED" THAN SECOND PUBLICATION

Your Unit bonus: Top choice with top income farmers

The UNIT STATES OF AMERICA
N DAK
MINN
WIS
S DAK
IOWA
NEB
ILL
IND

In every classification — swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. Marplan (an affiliate of Interpublic, Incorporated) investigated coverage and preference of farm magazines in the Midwest, and their new study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

MIDWEST UNIT *Farm Papers*

Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer

MIDWEST FARM PAPER UNIT

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4
159 S. Vermont Ave., Los Angeles 4.

Now...reach the CREAM of today's farm market

DOANE'S

NEW BUSINESS MAGAZINE FOR AMERICAN AGRICULTURE

- **First issue *August 15* (closes July 15)**
- **50,000 circulation . . . largely Class I farmers**
- **Published by Doane Agricultural Service, Inc. . . . recognized leader in farm management, appraising, research, and agricultural writing.**

For rate card and full data, call nearest representative

ST. LOUIS
J. A. Neal
5144 Delmar
FOrest 1-2800

CHICAGO
Philip C. Miller
919 N. Michigan
WHitehall 4-5464

NEW YORK
Billingslea & Ficke
420 Lexington Ave.
LExington 2-3667

DETROIT
Frank B. Heib
12986 Houston-Whittier
TRinity 3-4840

MINNEAPOLIS
Dean & Slaughter, Inc.
502 National Bldg.
FEderal 3-2229

*Special bonus offer of 6 insertions for the price of 4 to charter advertisers.

Majesty of Law Is Baffler When It Comes to 52 Sets of Rules for Liquor Ads: Scholnick

NEW ORLEANS, May 31—Joseph B. Scholnick, director of public relations of Brown-Forman Distillers Corp., last week blasted the many confusing state and federal laws governing the advertising and sale of liquor.

"It's perhaps a lucky thing that only our industry has been singled out for such a hodge-podge of legislation," Mr. Scholnick said in a talk at the annual national convention of National Liquor Stores Assn. "If the same thing happened to a couple of additional industries in our country, nothing would ever get done—and our economy would really be in bad shape."

Following are some examples of confusing laws listed by Mr. Scholnick:

- "There are actually 52 separate and distinct sets of laws affecting our industry—one for each state, one for the District of Columbia, and one for the federal government. And, while many of these laws serve a useful function, it's the many weird and contradictory ones that cause the headaches."

- "The laws of 13 states specify that when a distiller advertises a brand of whisky, he *may* show the price of that product. However, 13 other states specifically *prohibit* the advertisement of price. And, one state expressly *requires* that price be shown. Gets pretty confusing, doesn't it."

- Santa Claus may not appear in liquor ads in 20 states, he said. "One state, asked to clarify its position in banning Santa Claus, ruled that it 'looks with disfavor upon the use of any religious symbol in liquor advertising.' Now, can you explain just exactly what religion Santa Claus symbolizes? I certainly can't."

- "Seven states prohibit the use of women in liquor advertisements. However, the District of Columbia goes one step beyond that—there, it is forbidden to use nude or semi-nude women in ads."

- "There are 13 states that aren't satisfied with merely establishing ridiculous rules and regulations governing advertising—these states also require that each proposed ad must be cleared prior to publication."

- "In West Virginia, it's perfectly all right if you show, in an ad, a bottle of whisky, a glass and a man. But, if that same man should pick up that glass or bottle—either full or empty—it's a violation of the law."

- "In four states, it's illegal to show athletes, or athletic events. However, in the state of Washington, an athletic event is defined as a 'competitive game,' so in that state, it's perfectly all right to use scenes of non-competitive athletics—such as fishing, hunting and the like."

- "Perhaps you can explain what could have been the legislative thinking which resulted in a law prohibiting any reference to a bank or bank book in a liquor ad? Or, why should a state feel it important to forbid pictures of dogs? After all, how much whisky will a dog buy?"

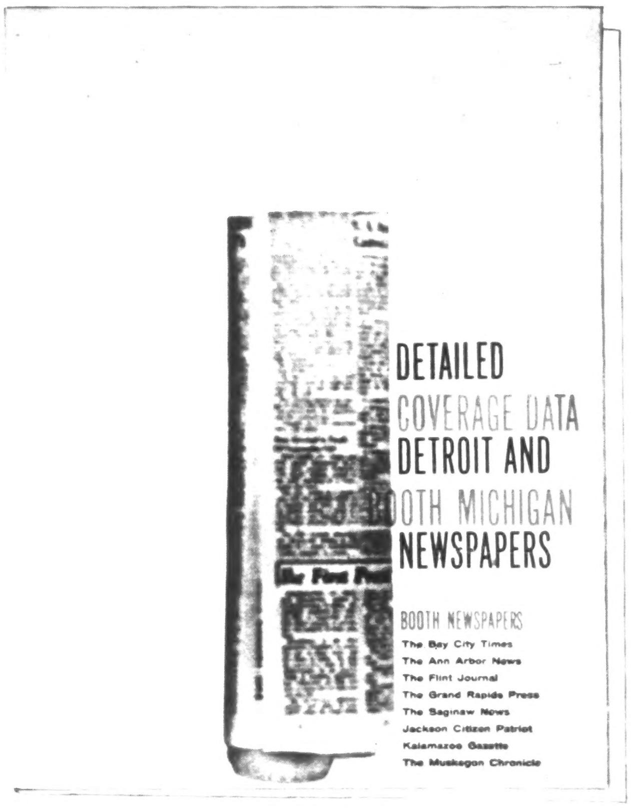
■ Mr. Scholnick pointed out that his company must prepare 27 versions of the same ad in order to comply with the conflicting state laws, at substantial extra expense. "And finally, perhaps the most serious aspect of all is the fact that the existence of such outmoded and foolish laws results in a growing disrespect for all laws," he said. #

Quebec Sets Ad Drive

The legislative assembly of Quebec has authorized a $500,000 education program, which includes extensive advertising in French and English language newspapers and magazines, to acquaint residents with the government's new hospitalization plan. The allocation for print media advertising, which has not been revealed, is expected to be considerable. Radio, tv, direct mail and pamphlets will also be used.

Two Join 'Monitor' Sales Staff

Clifford S. Willis, formerly a sales promotion consultant, and S. Baldwin Garretson, formerly on the *Christian Science Monitor's* editorial staff, have joined the newspaper's New York sales staff. Mr. Willis formerly was a sales promotion manager of Pepsi-Cola Co.; Mr. Garretson was a vp of Jones, Brakeley & Rockwell, New York agency.



DETAILED
COVERAGE DATA
DETROIT AND
BOOTH MICHIGAN
NEWSPAPERS

BOOTH NEWSPAPERS
The Bay City Times
The Ann Arbor News
The Flint Journal
The Grand Rapids Press
The Saginaw News
Jackson Citizen Patriot
Kalamazoo Gazette
The Muskegon Chronicle

A clear, almost unbiased study of newspaper coverages in Michigan now

We freely admit to a selfish motive in assembling and printing this study. Frankly, it reveals excellent reasons for scheduling advertising in the 8 Booth Michigan Newspapers (see list on brochure cover reproduced above).

However, in presenting the factual story of the $4½ billion outstate Booth Michigan market, we seem to have come up with the most accurate picture of Detroit newspaper circulation available today.

For Detroit newspapers, ABC Audit Reports (a prime base for our factual analysis) are as out-of-date as the final copy of The Detroit Times, which was dated November 7, 1960. So we made an assumption, assigning a calculated percentage of Times circulation to Detroit newspaper A and another percentage to Detroit paper B. Using these calculations, we arrived at coverage by counties for these newspapers in the new situation.

Our assumption, from all evidence, has hit pretty close to the mark. Detroit paper A has quoted our analysis approvingly in sales meetings. Detroit paper B, while withholding this accolade, finds no fault in our method or results.

Marketers and media men in considerable numbers have told us that our Coverage Data folder is very helpful to them in evaluating the Michigan newspaper circulation situation. In this helpful spirit, we offer it to you. A call to your nearby Booth representative, a letter or the coupon below will bring your copy by return mail.

BOOTH NEWSPAPERS INC.

2500 Buhl Building, Detroit

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1512 Ford Bldg., Detroit 26, WOodward 1-0972.

Booth Newspapers, Inc.
2500 Buhl Building, Detroit 26, Mich.
Please send me your informative booklet, "Detailed Coverage Data, Detroit and Booth Michigan Newspapers."

Name____________________
Title____________________
Company____________________
Address____________________
City________________State__________

Advertising
threatens
our way
of life!

The unwashed exponents of political and economic utopias would have us believe that free goods are preferable to free choice. Real Americans are jealous of their right to choose and of the system that protects that right. **American advertising agencies** spark the merchandising miracle that creates more jobs and more purchasing power to provide an ever expanding choice.

Laurence Inc. *fine photo engravers, is proud of its opportunity to serve some of America's leading advertising agencies.*

HERALDLAND

biggest **FOOD** market in the South

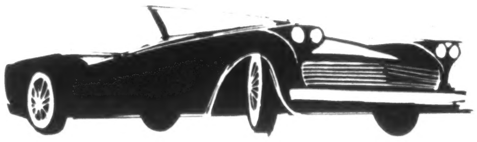
$610,871,000 RETAIL SALES

More than double the food sales in Atlanta Metropolitan County area

biggest **FURNITURE-HOUSEHOLD-APPLIANCE** market in the South

$145,678,000 RETAIL SALES

Bigger than the combined Metropolitan County markets of Atlanta, New Orleans and Birmingham.



biggest **AUTOMOTIVE** market in the South

$522,087,000 RETAIL SALES

Bigger than the combined Metropolitan County markets of Atlanta Birmingham and New Orleans.

biggest **APPAREL** market in the South

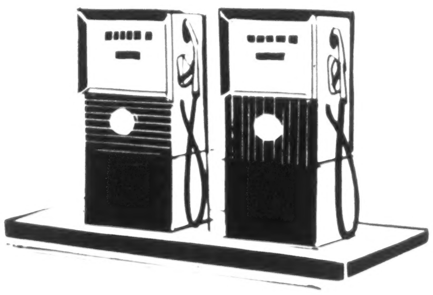
$196,503,000 RETAIL SALES

Bigger than the combined Metropolitan County markets of Atlanta, Birmingham and Louisville.

biggest **DRUG-COSMETIC** market in the South

$113,610,000 RETAIL SALES

Bigger than the combined Metropolitan County markets of Atlanta, Birmingham and Louisville.



biggest **GASOLINE** market in the South

$179,870,000 SERVICE STATION SALES

20% more than in the Metropolitan County markets of Atlanta and Birmingham combined.

it all adds up to the South's no. 1 market

1,315,700 permanent [illegible] tourists annually.
[illegible] in Retail Sales.
HERALDLAND is a [illegible] bigger than any of [illegible] entire States
and **HERALDLAND** is sold by the South's biggest and most influential newspaper.

The Miami Herald

biggest & growingest market in the South

...and effective August 1, 1961

The Miami Herald

will offer a new

3-way discount structure*

...designed to give national advertisers the widest latitude and flexibility in planning both seasonal and yearly schedules to achieve greatest impact at lowest cost.

BULK DISCOUNTS

SAVINGS UP TO 20%

Based on total linage within a 12-month period.

Lines Per Year	Discount
2,500	1%
5,000	3%
10,000	5%
25,000	9%
50,000	11%
75,000	13%
100,000	15%
150,000	17%
200,000	18%
250,000	19%
300,000	20%

CONTINUITY DISCOUNTS

SAVINGS UP TO 20%

Based on minimum lines per week for a specified number of weeks within a given period.

Lines Per Week	12 Weeks in 13	24 Weeks in 26
300	3%	5%
600	5%	8%
1,000	7%	11%
1,500	9%	13%
2,400	12%	16%

Lines Per Week	36 Weeks in 39	48 Weeks in 52
300	6%	8%
600	10%	12%
1,000	13%	14%
1,500	15%	17%
2,400	18%	20%

FULL PAGE DISCOUNTS

SAVINGS UP TO 24%

Based on the number of Full Pages run within 12-month contract period.

Full Pages	Discount
10	12%
20	14%
30	16%
40	18%
50	20%
60	22%
70	24%

**Corporate schedules that include two or more different yet related companies may be combined to earn the lowest rate.*

For complete details and rate card, write to
General Advertising Department, The Miami Herald or any Story, Brooks & Finley office.

The Miami Herald

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine
of The Lutheran Church
-Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day
Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Diamandis Adds Post

Peter Diamandis, travel advertising manager of *Glamour*, has been named to an additional, new position as general products ad manager. At the same time, the magazine named Lee Conlon of its Chicago office to handle general products areas in the Midwest.

Two Join Allen & Reynolds

Jerry P. Leibman and Burl Robins have joined the copy department of Allen & Reynolds, Omaha. Mr. Leibman was formerly with the *Sun* newspapers, Omaha. Mr. Robins was formerly with Mutual of Omaha-United of Omaha.

Kenton Joins Packard

Richard E. Kenton has joined Packard Instrument Co., La Grange, Ill., as advertising manager. Mr. Kenton was formerly advertising manager of the industrial products group of Crane Co., Chicago.

Robert
Bruce
TAKES
TOP
HONORS
FOR
'61

TO THE TRADE—*Advertising to the trade will precede Robert Bruce Inc.'s fall and winter consumer promotion in magazines and Sunday supplements next fall and winter. The Philadelphia maker of men's and boys' sweaters and knitted shirts is increasing its budget by 25%. Wermen & Schorr is the agency.*

Arden Sets Radio, Print Schedules to Push Its Cosmetics

NEW YORK, May 31—Elizabeth Arden Sales Corp. is busting out all over with a June advertising push for its various lines.

During the month, the company will promote Ardena Eight Hour cream with two participations per week on CBS Radio's Arthur Godfrey program. Commercials will be delivered live by Mr. Godfrey. The radio effort will be backed with direct mail and dealer merchandising aids, including interior displays, mats, statement inserts and streamers. Elizabeth Arden plans to run another schedule on the Godfrey show in the fall for a yet unselected list of products.

June has traditionally been the biggest sales month for the company's Blue Grass toiletries, which this year will be advertised with page-plus color ads in *Harper's Bazaar*, *Mademoiselle*, *Town & Country* and *Vogue*. A one-and-one-third-page ad June 3 in *The New Yorker* will be followed with a column in that magazine's June 24 issue.

■ Arden for Men toiletries will be promoted as Father's Day gifts in the June *Holiday* and in four consecutive issues of *The New Yorker*, ending June 10. Ads in four issues of *Cue* and *The New Yorker* running through June 17 will emphasize the company's sun preparations.

Elizabeth Arden's $1.25 lipsticks are being advertised for the first time, in an effort to reach the youth market, with a color page in *Seventeen* in June.

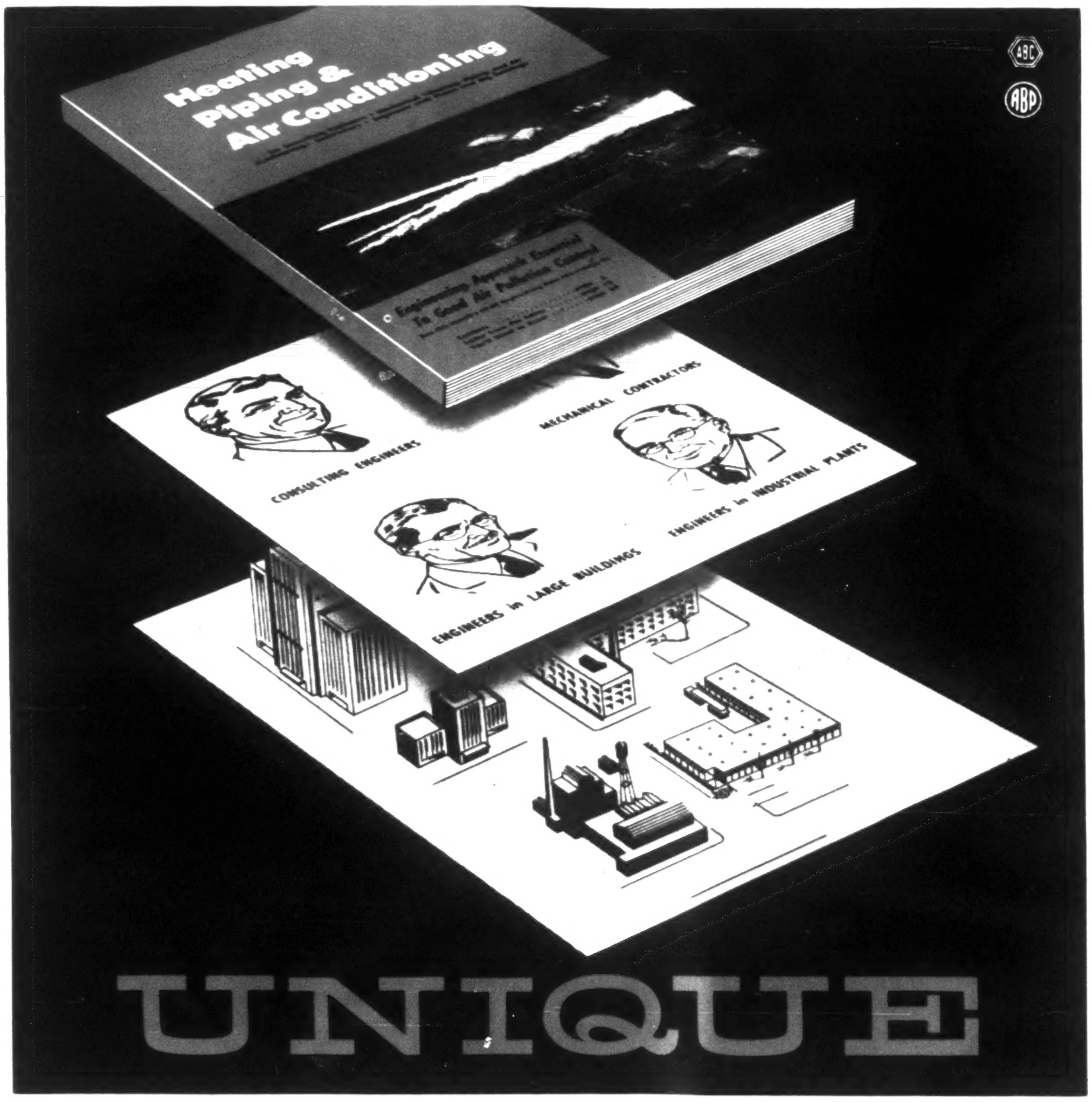
All schedules were placed through Hockaday Associates. ≠

Little Rock Adclub Elects Clark

Harold E. Clark, national advertising and sales promotion manager of agricultural sales, Olin, has been elected president of the Little Rock Advertising Club. At the same time, Howard Retzloff, commercial art studio head, was elected 1st vp, and Harry Snyder, vp, First National Bank, was elected 2nd vp.

Willson Boosts Karstaedt

Willson Products, Reading, Pa., division of Ray-O-Vac Co., has appointed Arthur J. Karstaedt Jr. sales promotion manager. Mr. Karstaedt joined Ray-O-Vac as assistant to the industrial relations manager in 1949 and was later named manager of the company's customer services activities.


ABC
ABP
Heating Piping & Air Conditioning
Engineering Approach Essential To Good Air Pollution Control
CONSULTING ENGINEERS
MECHANICAL CONTRACTORS
ENGINEERS in LARGE BUILDINGS
ENGINEERS in INDUSTRIAL PLANTS
UNIQUE

covering all those who count in just the Industrial-Large Building field

Face to face with the specialized audience you need! Your sales story in the pages of Heating, Piping & Air Conditioning has the best "direction" possible. It goes to the consulting mechanical engineers, the mechanical contractors, and the engineers with plants and large buildings who are actively involved with heating, piping and air conditioning services in just this field. No stretching of editorial coverage. No dilution of circulation. And each of these important-to-you-readers stands up to be counted. Each is paying for HPAC directly, individually, voluntarily. Provable circulation. These are among the reasons why HPAC year after year is the leader (by over 2 to 1) in advertising volume. Want more information?

Write KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2.

NERVE CENTER OF THE TEXAS DRUG MARKET

19 of Texas' 26 *retail drug chains* operating 5 or more stores are located in the seven Texas Newspaper Group cities. They account for 412 stores—*89% of the total number.* Texas has 58 *wholesale drug outlets*—38 of these, with *80% of the total salesmen,* are in TNG cities. Every drug manufacturers' sales agent or broker in Texas operates in one of the seven cities of the Texas Newspaper Group.

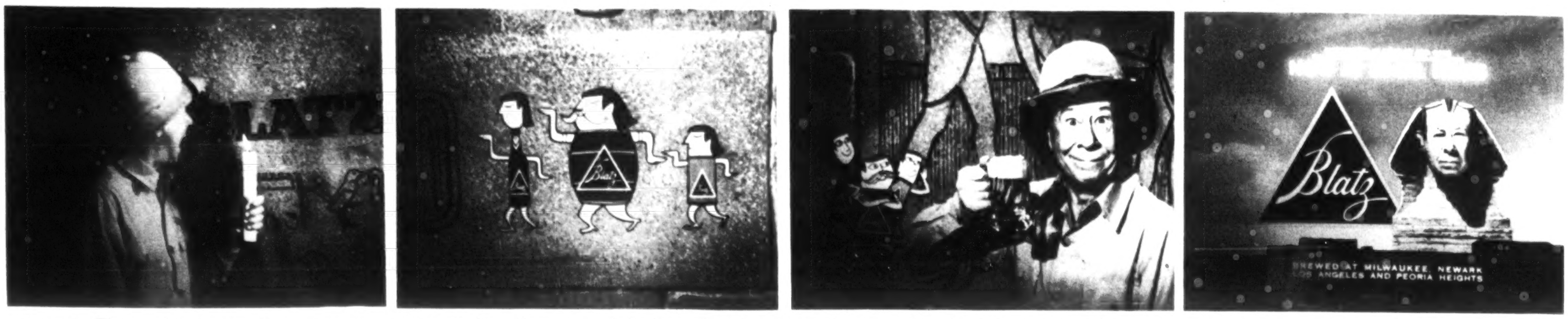
Take seven powerful newsprint voices, in seven region-dominating cities, and you cover 75% of the buying power of Texas! If you're dealing in products—services—ideas; if you have something to sell in Texas, you need the Texas Newspaper Group. *The seven TNG cities give you one influence area—TNG gives you one medium, one rate—with 1,068,855 daily circulation, and discounts to 23%.*

★ BEAUMONT ENTERPRISE AND JOURNAL
★ CORPUS CHRISTI CALLER AND TIMES*
★ DALLAS TIMES HERALD
★ EL PASO TIMES AND HERALD POST*
★ FORT WORTH STAR-TELEGRAM
★ HOUSTON CHRONICLE
★ SAN ANTONIO EXPRESS AND NEWS

*(Optional)

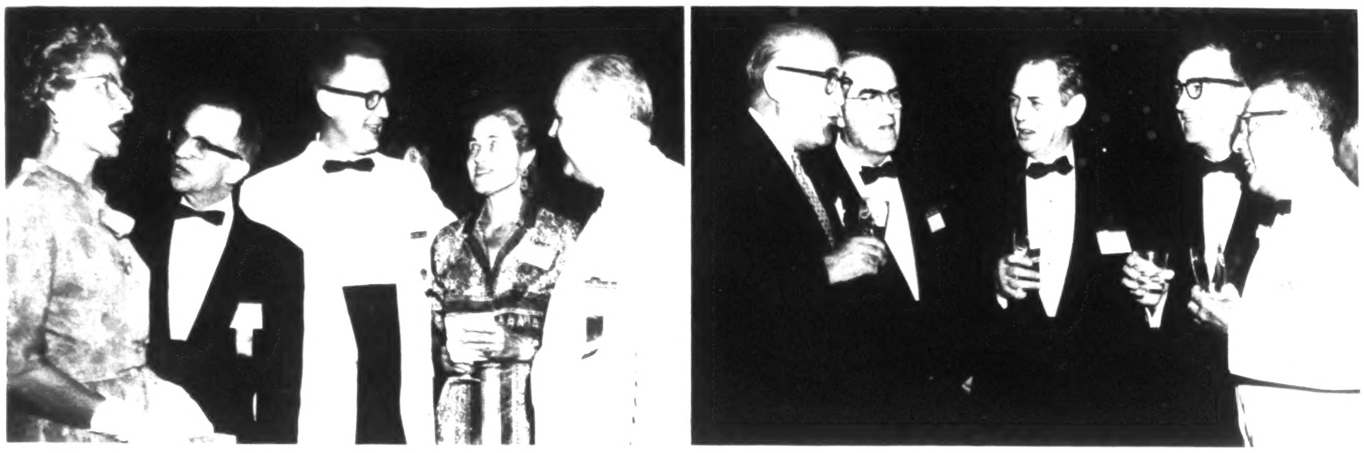
The TEXAS GROUP

Represented Nationally By
The Branham Company


Blatz
BREWED AT MILWAUKEE, NEWARK
LOS ANGELES AND PEORIA HEIGHTS

SPHINX—*These pictures are from one of a series of filmed commercials featuring Bert Lahr, which Blatz Brewing Co., Milwaukee, recently has expanded into eastern markets. The ads, introduced in the Midwest and California almost a year ago, are running in over 55 markets. In the above spot, Mr. Lahr plays a famous scientist who reads about Blatz' all draft-brewed beer from the hieroglyphics on the wall of a pyramid. A close-up shows the Blatz trio of bottle, can and keg. The commercial closes on the comedian's face as the sphinx. It was produced by Bill Sturm Productions, Chicago, through Kenyon & Eckhardt.*

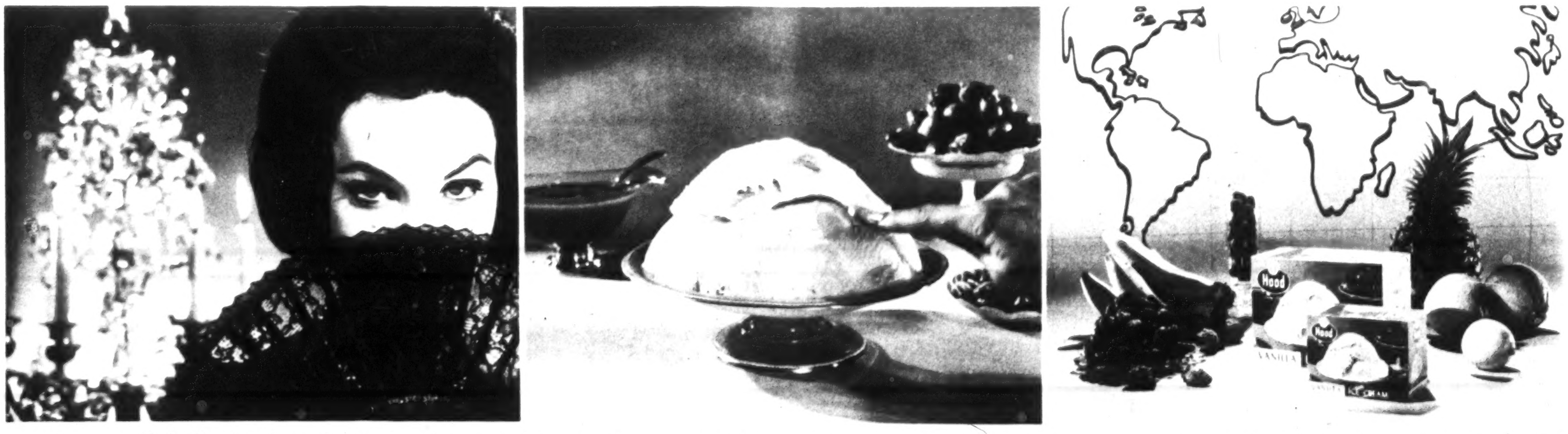
PHOTO REVIEW OF THE WEEK


Tabbert
Crary
Mers
Mrs. Johnson
Johnson
Odell
Houston
Jones
Timmons
Collis

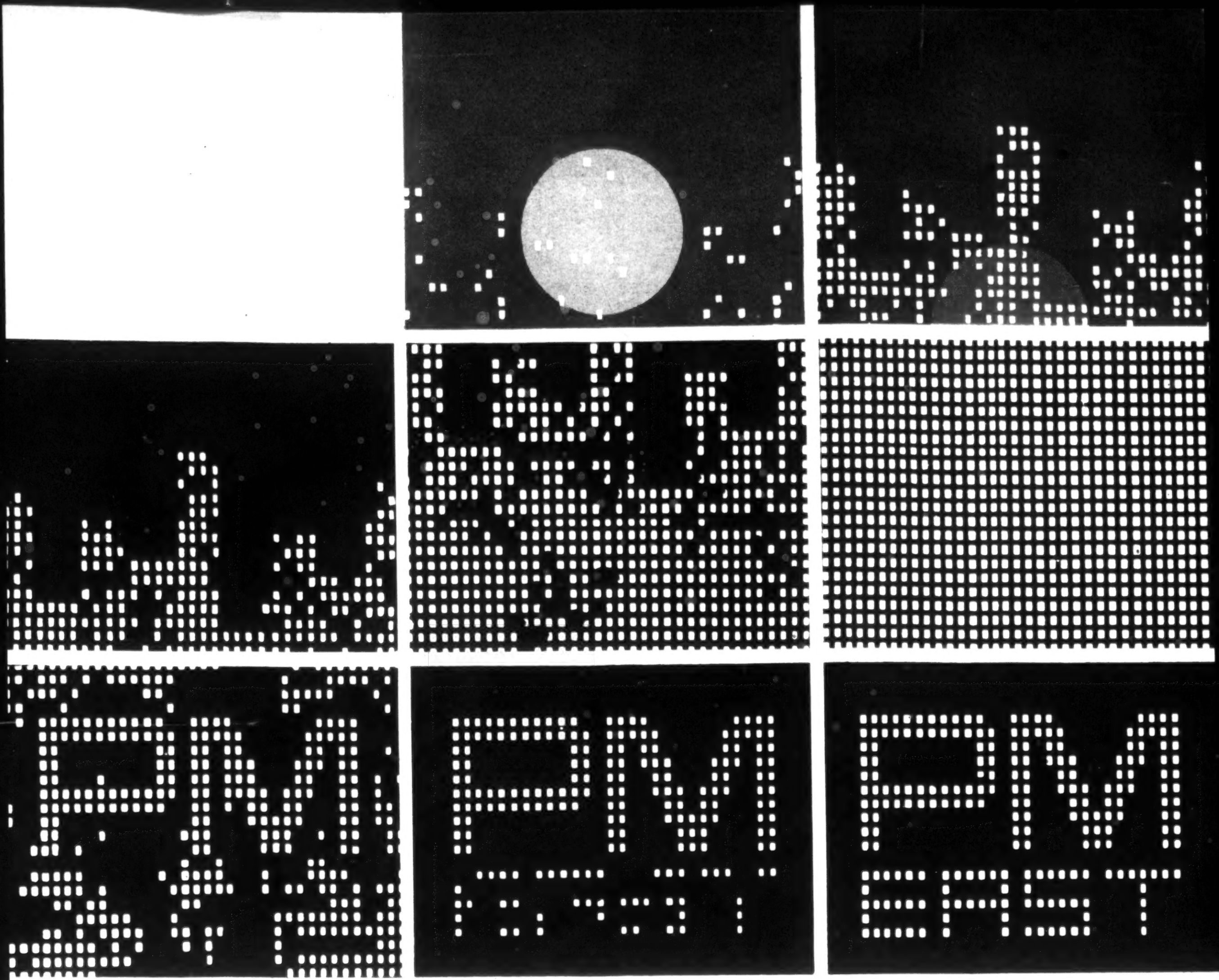
AT THE AFA—*Congregating at a reception given by the Wall Street Journal at the Advertising Federation of America convention in Washington were Florence Tabbert, Women's Advertising Club, Toledo; Arthur V. Crary, Advocate Publishing Co., Terre Haute; Harold B. Mers, National Assn. of Transportation Advertising, New York; Mr. and Mrs. Arno Johnson, J. Walter Thompson Co., New York; Elliott Odell, Farm Journal, New York; Bryan Houston, Fletcher Richards, Calkins & Holden, New York; Wes Jones, U.S. News & World Report, Washington; Frank Timmons and Ted E. Callis, Wall Street Journal, New York.*

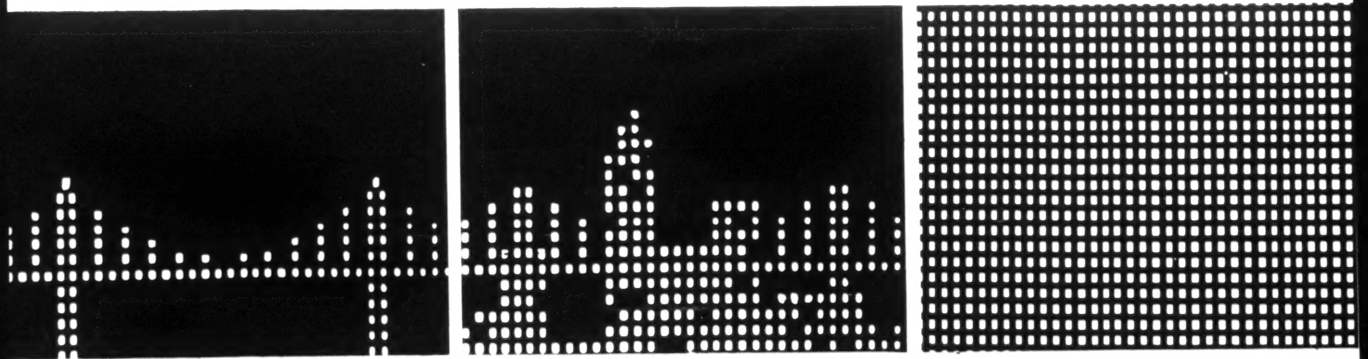
McDavitt
Mrs. Whitebrook
Caeser
Ensslin
Mrs. Caeser
Whitebrook
Greenaway
Collett
Reed
Fondren
Mrs. Fondren
Johnson

AFA INTERLUDE—*Socializing at the AFA meeting were J. J. McDavitt, Daytona Beach chamber of commerce; Mr. and Mrs. C. H. Whitebrook, Bishopric/Green/Fielden, Miami; Mr. and Mrs. Jack Caeser, Al Wilson Power Plant, Miami; Robert F. Ensslin Jr., Louis Benito Advertising, Tampa; and Paul H. Greenaway, Florida Power & Light, Miami; Hugh Collett and Lawrence Reed, American Assn. of Advertising Agencies, N. Y.; Mr. and Mrs. Lee Fondren, KLZ, Denver; and Stan Johnson, Gates Rubber Co., Denver.*


Hood
Hood
ICE CREAM

TASTETEASER—*H. P. Hood & Sons, Boston, is using an enticing female as an attention-getter in the new Temptation ice cream spots. The tv ad shows a view of the ice cream packages, together with fruits and other products, in front of a world map, as the voice-over announcer says, "Choose from a world of honest-to-goodness Hood ice cream flavors—in the new Temptation package." Hood is running spots in Boston and Springfield, Mass.; Providence, R.I.; Hartford, Conn.; Burlington, Vt.; Portland, Bangor and Presque Isle, Me. The commercial was produced by Van Praag Productions. Kenyon & Eckhardt is the agency.*

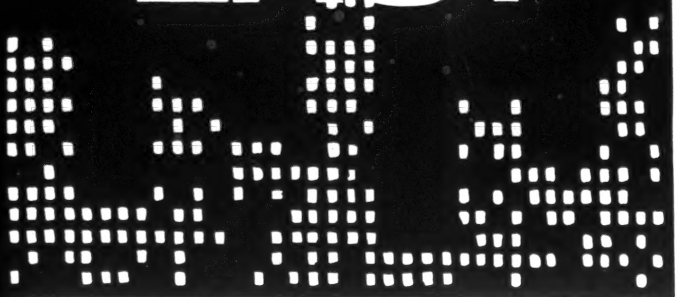

PM
EAST

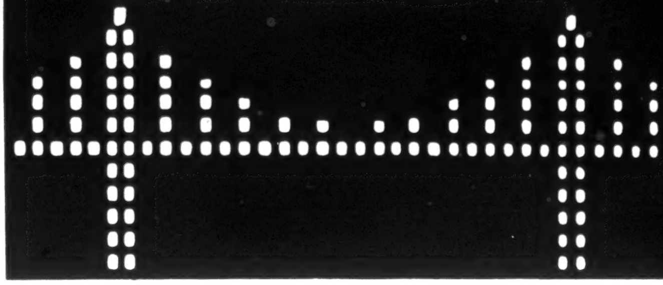

PM
WEST

WBC

PM EAST

PM WEST





new dimensions in late evening television

Originating from New York and San Francisco...11:15-12:45 Mon. thru Fri.

PM spans the continent and brings to the "late nighter" a constant flow and interchange of entertainment, ideas and PEOPLE. PM concentrates on the deep excitement in people . . . their private views . . . their inner perspectives. As you will see—PM is fresh television at its powerful best.

PM EAST. The East show (11:15 pm-12:15 am) originates in New York City. Featured Star: **Mike Wallace** (warmer than you've known him—and still the most sure-footed man about television). With **Joyce Davidson** (beautiful, blonde Canadian entry to American television — smarter and sharper than any woman has a right to be). With her help, Mike probes the glitter of people who thrive in the city's big lights, people from all shades of life. Each night Mike explores a different chunk of human experience, which mixes the humor, guts and excitement of people in the big city.

PM WEST. The West show (12:15 am-12:45 am) originates in San Francisco. It features **Terrence O'Flaherty** (TV Editor of the San Francisco Chronicle with vibrant intellect, vast knowledge — and a wide, flashing smile). He knows best how to bring out the lively music and humor of San Francisco's famous jazz spots and coffee houses. The tempo's cool and relaxed—and with it comes deep insight into the city and its people.

What is PM's element? People. How are they handled? With deftness, warmth and fun. AND...one at a time, not all together! Because PM likes to dig in deep. Its focus is tight, close-up...perceptive. An on-the-spot story emerges through a PM autobiography...of a sudden news figure...a renowned artist...a controversial writer. You find you've gone beneath the surface image...liking it every quick step of the way. PM goes behind the front page of entertainment, too! Bringing out the budding folk singer—the newly schooled comedian...talent on the rise, with talent worth seeing, hearing and learning more about. Furthermore, PM pokes fun. PM is unpredictable...PM is free-swinging. AND, PM's not tied down to the studio. It "tapes" off in the pursuit of people in the unusual pursuit—while they're pursuing! Finds 'em, too! At the races...on the streets—wherever they may be!

Who's behind PM? Top professional broadcast minds, who are alert to the growing needs of the ever more important "late nighter" segment of the television audience—who have designed PM to spark their attention...arouse their curiosity—and keep it burning night after night. That's why PM's elements are wide ranging—yet each is strong and compelling. And PM is produced by one of the best known producers, directors and program creators in broadcasting. Two-time Peabody Award winner BEN PARK. PM's chief writer is MARVIN DAVID. His background is studded with writing achievements in motion pictures, network television, radio and record albums and stage shows. All working personnel were chosen with the exact needs of the show in mind, even the show titles (designed by Saul Bass who did titles for "80 Days Around the World," "Man With The Golden Arm," "Exodus," and "Ben Hur"). And here is where the "inside" power of PM lies. PM is planned in advance. Content is investigated and chosen with exploitation in mind. Scripts are written—and tailor-made for each individual program. All elements are tightly woven in...and standards are high! It comes out excitement. Excitement that's planned to come night after night after night. PM is not a shot in the dark. It's a light in the night.

The important joy of discovery! After the show...talk begins. Because PM brings viewers inside. They discover for themselves. And they never know what will happen next. Be assured. PM plans to be the most talked about show in television...right from the start.

MIKE WALLACE

(PM EAST) Major TV award winner (Sherwood, Emmy, Hollywood Foreign Press Association)—he continues to be one of the few men in television to conduct full-length, thoughtful interviews with people from the entire spectrum of society. On PM, he enjoys himself. He's warmer—and as he puts it: "more lovable." We think you'll like the new-old Mike Wallace...

JOYCE DAVIDSON

(PM EAST) Canada's prime time TV gal became a 200 proof legend in her own (very young) time. For this kitten-soft blonde is uncomfortably bright. She was enthusiastically spirited away by WBC to conquer a new world. And we're sure you'll agree...she will! She has a happy effect on Mike and guests. And has a built-in tendency to capitalize on it...

TERRENCE O'FLAHERTY

(PM WEST) Against his own advice—"TV columnists should not appear on TV" (directed to John Crosby)—the syndicated TV columnist for the San Francisco Chronicle joins PM West. And, why not? He is known, admired, revered, read and re-read throughout the West. He writes with fluidity, candor, grace and charm. And you'll find he talks the same way...

that people would rather be entertained than distracted. WBC believes that people want late evening television worth waiting up for . . . television that doesn't talk down, around and nowhere in particular. PM's got direction. It's timely television with the earthy magnetism to attract and hold wide segments of viewers in every market it plays. And, very important . . .

PM is built to sell. WBC believes in smart, effective commercial placement. On PM . . . commercials are built into the show. They never interrupt. Instead, they are spotlighted. Four showcases per hour (60-10-and 60 second spots in each). And no more. Yet . . . PM's rate structure is no higher than current rates for films shown at the same time!

PM EAST—PM WEST is not only the newest sight in the night . . . but, as well—the best buy in the night. Ask for rates and full details from WBC TV Stations—or call TvAR direct.

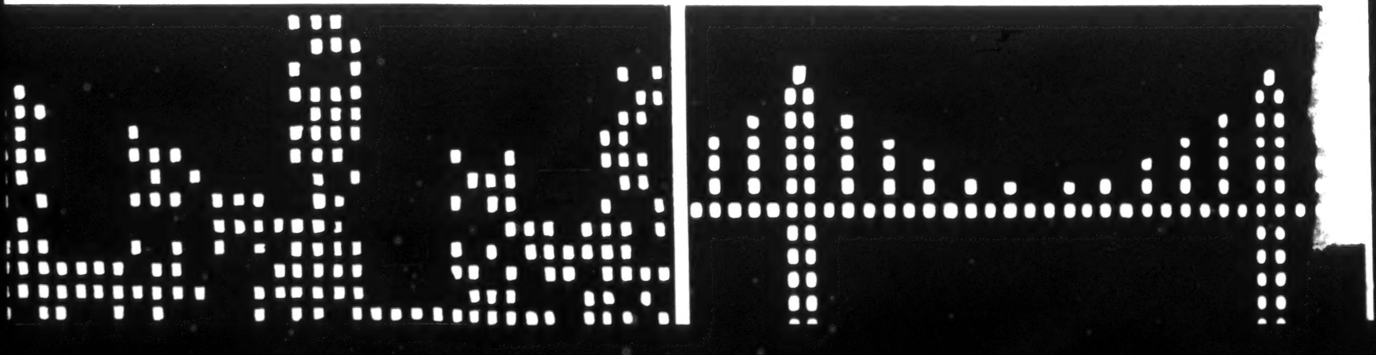
W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ, WBZ-TV, Boston • WJZ-TV, Baltimore • KDKA, KDKA-TV, Pittsburgh • KYW, KYW-TV,
Cleveland • WOWO, Fort Wayne • WIND, Chicago • KEX, Portland, Ore. • KPIX, San Francisco

SEAL OF GOOD PRACTICE

Represented by Television Advertising Representatives, Inc.



no time for cooking
by ARLENE FRANCIS
New! Never before a cookbook like this!
$2.50 VALUE
SPECIAL OFFER $1 ONLY
AND A FLEX-VAC PACKAGE
THIS COUPON WORTH

OFFER—*Standard Packaging Corp., New York, is promoting its Flex-Vac packaging process for luncheon meats, cheese and other foods, with its offer of Arlene Francis' "No Time for Cooking." The offer is being made in magazine ads from May to September.*

'Business Week' Study Stresses 'Apperception'

New York, May 31—"What the reader brings to the publication is as important to the advertiser as what the publication brings to the reader."

That's the principal general conclusion of a study conducted for *Business Week* by Daniel Yankelovich Inc. It was undertaken to measure six "apperceptive values" of *Business Week* and to compare to what extent the same values are also characteristic of each of five other publications used by advertisers to reach management men.

The researchers, who interviewed regular readers of *Fortune, Newsweek, Time, U. S. News & World Report* and the *Wall Street Journal*, in addition to those of *Business Week*, used the concept of apperception—defined as seeing things in the light of experience, involving expectation and foreknowledge.

"The regular reader brings to the publication (and hence to the advertising it carries) a complex set of established expectations, moods, sentiments and beliefs. They come from his experience with the publication. The study shows that these 'apperceptions' influence the way in which he 'sees' the advertising. Therein lie the 'apperceptive values' for the advertiser," the Yankelovich conclusion read in part.

■ The six *Business Week* apperceptive values used as basis for the comparison with the other publications were apperceived management identification; meaningful presentation; "who's who" (relating to the reader's apperception of the kind of companies advertising in a medium, considering their prestige, product quality, etc.); problem solving; "required reading"; and usefulness as a buying guide.

It was pointed out that these six apperceptive values are not the only apperceptive values, but they were described as important ones to advertisers seeking to influence management customers.

The study is *Business Week's* Research Report 67. ≠

Finley Greene Moves

Finley F. Greene Advertising Agency, Buffalo, has moved to 429 Franklin St.

Rogers to Product Services

George M. Rogers Jr., previously manager of the "Jack Paar Show" and Dave Garroway's "Today" program on NBC-TV, has been named to the new post of vp and general manager of Product Services, New York.

Dennison to Horton, Church

Dennison Mfg. Co., Framingham, Mass., has named Horton, Church & Goff, Providence, R. I., to handle its entire advertising program, effective June 1. Grant Advertising, Boston, previously handled the account.

THERE ARE HOLES IN YOUR LOS ANGELES COVERAGE

without the Copley Los Angeles Newspaper Group

You're missing an important share of the Los Angeles market if you're missing the home towns that surround the city proper. That's where the Copley Los Angeles Newspaper (CLAN) Group can fill the bill. The CLAN Group includes eight dailies and their 18 shoppers, covering key communities. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total CLAN Group package: 501,629. It's all yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of NELSON ROBERTS & ASSOCIATES, INC.

COPLEY LOS ANGELES NEWSPAPER GROUP: Alhambra POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers Burbank DAILY REVIEW • Burbank Review Shopping News Culver City STAR-NEWS & Venice EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser Glendale NEWS-PRESS • Glendale News-Press Shoppers Monrovia DAILY NEWS-POST • Monrovia-Duarte News Advertiser / South Bay DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser San Pedro NEWS-PILOT • San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers

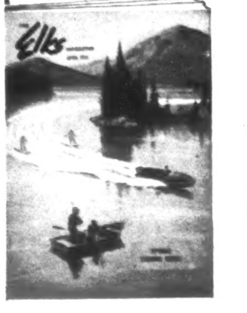
LOOKING AHEAD? If you're raising your sights in 61, draw a bead on the premium men's market of nearly 1,300,000 Elks.

* Starch Consumer Magazine Report 1961

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Over ⅓ are business owners or officials—over 1/6 are professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,709*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market!

Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—about one half that of other Men's books.

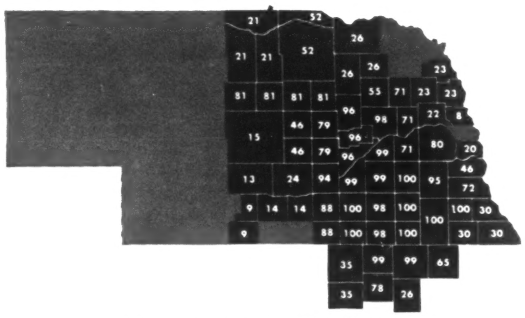
CIRCULATION: 1,285,420 (ABC 12/31/60)
C/P/M: $2.37



THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

No matter how you slice it, you'll find there are just two big, "prime-cut" television markets in Nebraska — the extreme East and Lincoln-Land.

Three top TV stations split the Eastern market three ways as they battle for viewers' attention. But Lincoln-Land is different. Here one station completely dominates this big market — that's KOLN-TV!

During prime 6 to 9 p.m. viewing time, latest Nielsen reports more than 50,200 Lincoln-Land homes tune in KOLN-TV! See how this compares with any other Nebraska station.

Avery-Knodel has the full story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*
Gunsmoke .... 74,700 homes
Red Skelton .... 56,700 homes
6:00 p.m. News .... 40,300 homes
10:00 p.m. News .... 58,500 homes
*November Lincoln ARB

AM-TV-FM
The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Dick Morton, manager of *The Saturday Evening Post's* New York office, made a hole-in-one in Bermuda. He used a wedge, no less, to can a 105-yard effort . . . **Paul T. Sprinz**, of Cole, Fischer & Rogow, New York, celebrates his 80th birthday June 5. He's been in the agency business for over 60 years, specializing in classified ad accounts of Madison and Fifth Ave., retailers . . . **Michael Desaro** of Donahue & Coe, New York, described as "the Mickey Mantle of the fencing world" by AA (May 1), now has a new title: Saber champion of the Metropolitan Amateur Fencers League . . . Four Young & Rubicam people in New York are mighty proud of relatives who won four-year college scholarships offered by the Y&R Foundation. They are **Elizabeth S. Smith** of research, whose daughter, Susan, won; **Kay Press** of accounting, whose son, Michael, was a winner; **Margaret Albano** of outdoor media, whose cousin, Nicholas Zirpolo Jr., was named; and **Linda Hamilton**, executive secretary, whose sister, Beatrice, also was a winner . . . **Stanley C. Gillette**, marketing vp at Phillips-Van Heusen, has been re-elected to the board of International Fashion Council . . .

SPRINGFIELDIANS—*G. Pearson Ward (left), vp and general manager of the KTTS stations in the Ozarks, inspects his new Springfieldian Award, a chamber of commerce honor, presented to him by Lester E. Cox, president of KYTV, Springfield, Mo., winner of the award last year.*

Two admen appointed to the pr committee of Cleveland's United Appeal are **Alvin Fisher**, vp and secretary of Lang, Fisher & Stashower, to handle radio-tv activities, and **John H. Fogarty**, vp in charge of BBDO's Cleveland office, to head the printed materials committee . . .

Seven ad and sales promotion execs have been inducted into the Alpha Delta Sigma chapter of the Baruch School of City College, New York. The newly honored: **Edward W. Ramm**, ad and sales promotion manager of Van Munching & Co.; **Martin Stone**, president of the *Herald-Tribune* Radio Network; **Morris L. Rosenblum**, creative director-advertising of Macy's, New York; **Melvin B. Klein**, ad and sales promotion manager of Equitable Paper Bag Co.; **Lewis Wechsler**, associate program director of Benton & Bowles; **Allan W. Denton**, associate director of the test audits division of Audits & Surveys; and **Saul Poliak**, president of Clapp & Poliak. **Allan Sacks**, account exec at J. Walter Thompson, received the chapter's outstanding service key . . .

Max F. Schmitt, executive director of the Business Mail Foundation, has been reelected president of the Cornell Club of New York for the fifth consecutive year . . . **Paul G. O'Friel**, general manager of WBZ, Boston, has been elected to the board of directors of the Big Brother Assn. of Boston . . . And **Edwin R. Dickerman**, president of Dickerman Advertising, New Hyde Park, N. Y., is the new vp and director of pr for the United Syosset Fund . . .

The Pittsburgh Jaycees has named **Richard Gurley**, assistant sales manager of KDKA-TV, for its Keyman award in recognition of his work as chairman of its recent man-of-the-year dinner . . .

Newly engaged: Pamela E. Penny and Thomas W. Lapham Jr., the son of Y&R's **Tom Lapham.** Tom Jr. can lay claim to the adman's title himself, having been one of the college students working at BBDO last summer. An August wedding is planned . . .

C. E. McKittrick, assistant to the publisher of the *Chicago Tribune*, was awarded an honorary doctor of laws degree from Rocky Mountain College, Billings, Mont., where he was convocation speaker May 29 . . . **Jack and Cynthia Rehm** (he's New York ad manager of *Suburbia Today*) added to the suburban population May 12, when their second daughter, Ann Melissa, was born . . . **L. L. (Pete) Callaway Jr.**, ad boss of *Sports Illustrated*, and **Richard Manville**, head of a research company, were interview stars on NBC's "Railroads: End of the Line?" Neither thought much of commuter service on the New York, New Haven & Hartford . . .

John Poister, vp in the Pittsburgh office of Fuller & Smith & Ross, has won the all-gauge event in the Great Western Skeet championships held at Lincoln Park Gun Club. The *Chicago Sun-Times* headlined its story: "Pennsylvanian Pulls Surprise at Skeet," and said Poister "wasn't even supposed to be up with the big shooters" . . .

Benedict Gimbel Jr., vp of MetroMedia, New York, is sporting a United Fund award pin given by the Philadelphia chapter for his 25 years' service through the Crime Prevention Assn. . .

Young Adults are today's top story

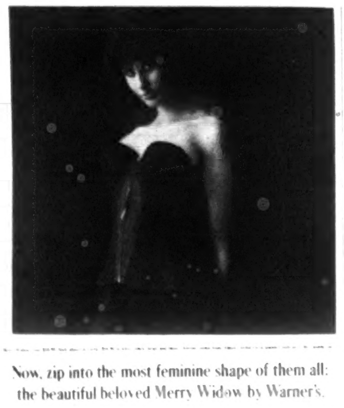
REDBOOK
THE DELIGHTFUL WORLD OF CAROLINE KENNEDY
REDBOOK MAGAZINE
VOL. 117 NO. 2
HOUSEKEEPING
THE AMERICAN HOME

And Young Adults are the force that make Redbook the vital one, the vigorous one, the fastest-growing one. For seven years the magazine for Young Adults has moved up at a spectacular, non-stop pace—moving past one magazine after another. Today Redbook is being measured against the giants—and more and more advertisers are finding that it more than measures up. This year, for example, Redbook is high up on a very select list of gainers.

Whatever yardsticks you use, apply them to Redbook. Apply them also to Redbook's newest and nearest neighbors. You'll see what happens when a magazine addresses itself to America's most vital market – the beginning families with growing children, growing needs and soaring incomes.

5 YEAR COMPARISON OF ADVERTISING LINAGE GROWTH			
Redbook + 60.4%	American Home – 44.9%	Good Housekeeping – 21.3%	Woman's Day – 29.8%
5 YEAR COMPARISON OF GAINS IN CIRCULATION RATE BASE			
Redbook + 56.8%	American Home + 20.0%	Good Housekeeping + 42.4%	Woman's Day + 48.1%
MEDIAN AGE–ALL FEMALE READERS			
Redbook 33.9	American Home 40.0	Good Housekeeping 40.0	Woman's Day 38.6

Redbook is the vital one, the vigorous one, the fastest-growing one. With over 3,500,000 circulation, it's moving up fastest, because it moves Young Adults quickest. *Redbook, the Magazine for Young Adults, 230 Park Avenue, New York 17, New York – and Chicago, Boston, Los Angeles, San Francisco.*


Now, zip into the most feminine shape of them all:
the beautiful beloved Merry Widow by Warner's.

NO KITTEN—*Merry Widow is Warner Bros.' name for this style of its new "slimwear."*

Artistic Approach Lures Shy Models for Warner Ads

Foundation Maker's Ads Urge Stores: Abolish 'Corset' (Ugh) Department

BRIDGEPORT, CONN., May 31—A new look for corset ads and a new name for corset departments is the aim of the forthcoming campaign for Warner Bros.

The new look is an art look "so beautiful" that top models have agreed to pose for the ads in contrast to their traditional refusal to appear in foundation garment ads.

The new name for the store's corset department, if Warner's has its way, will be the "slimwear" department. The corset department is obsolete, the company believes, since the word corset is a complete misnomer for the lightweight garments now being sold.

The national campaign which starts in July is built around "fast-reading" ads, each combining a large bleed picture with two lines of copy. Each ad pictures one garment only, unlike ads in Warner's previous campaigns, which showed an assortment of styles.

■ The photos are closeups, dramatically lighted, against plain backgrounds and simply posed. "Although we wanted to get a certain kind of sex in the photos, we wanted to avoid the leering kind or the dopey kittenish type," John Gronfine, account exec at Doyle Dane Bernbach, which is handling the campaign, explained.

The copy makes one point only, in simple direct language—"no fashion talk, no style-show English," Mr. Gronfine pointed out.

Despite their simple one-point format, the ads were far from simple to create. Usually a foundation advertiser is limited in the presentation of the product in ads because top models will never appear in such ads, and many models, if they will pose, insist on hiding their faces.

Doyle Dane, however, was determined not to settle for anything less than first choice in models and launched a campaign of its own to batter down the models' antipathy.

Warner's and DuPont present The Little Godiva,
a Lycra girdle so light and sheer it feels nude.

LITTLE GODIVA—*This ad for Warner's new Lycra girdle is typical of the company's new campaign.*

Test shots were taken to the model agencies to show just how the ads would look, and after visits from several DDB emissaries, the agencies finally agreed.

■ Getting the approval proved to be only half the battle, however. Taking the photos was another touchy undertaking, since the models were "extremely self-conscious," unaccustomed as they were to parading before the camera in an "enormously exposed" condition. The final solution was to use a 35mm camera in order to shoot as fast as possible.

The campaign will consist of 34 full pages running from July through December in *Glamour, Harper's Bazaar, Ladies' Home Journal, Life, Look, McCall's, Mademoiselle, Redbook, Seventeen, The New Yorker* and *Vogue*. Five different ads will run. Four will feature foundations, while the fifth will promote foundations along with Laros lingerie (Laros became a Warner subsidiary last year).

The Warner-Laros ad will be a three-page ad in the November *Vogue*. The opening page shows two love birds and a rose with the headline, "These are the love birds that inspired Warner's and Laros." The following spread pictures a collection of color-coordinated lingerie and foundations decorated with a love bird motif.

■ To put across its proposal for a slimwear department to replace the traditional corset department, Warner's ran a teaser series and a seven-page ad in *Women's Wear Daily*. The teaser appeared on May 18 as a series of small boxes asking the question, "Who says the corset department is obsolete?"

After giving the buyers a week to ponder this one, the company ran a seven-page explanation in

Preferred Reading

says **Edwin A. Parker,** Director of Advertising
American Steel Foundries

"In our constant review to determine whether advertising is performing as efficiently as it should, Industrial Marketing serves as a major guide. IM's pages are an indispensable source of new ideas, techniques and functions of advertising and sales promotion."

Mr. Parker came to American Steel Foundries in 1950. From a modest start with a small program for one division of the company, he built a major advertising operation for the parent company and its subsidiaries. The campaigns have reached a wide range of markets, from railroad and other transportation to mining, gas, oil, water and industrial fields. (ASF allocations for space in business papers totaled $355,000 during 1960.) Prior to joining ASF, Mr. Parker handled advertising and product publicity for the Electro-Motive Division of General Motors. During a 14-year period with General Motors he had a five year leave of military absence. Mr. Parker has served on many advertising and public relations committees of national scope. Currently, his professional activities include being a director of the Chicago Chapter of the Association of Industrial Advertisers.

says **John A. Priebe,** Media Director
Reincke, Meyer & Finn

"Reading Industrial Marketing regularly is the best way I know to keep on top of what's happening in this business. The editorials are, of course, timely and loaded with interesting facts and figures. But in addition to this, I find that the ads run by various publications serve to keep me abreast of last minute changes in markets, circulation and buying influences."

Mr. Priebe started his advertising career in the Texrope sales department of Allis-Chalmers in 1941. Within a year, he was transferred to the advertising department as media supervisor, a title he held for the following decade. Retaining media as his subject matter, but switching to the agency field, Mr. Priebe made the change in 1952 when he accepted the post of media director for Reincke, Meyer & Finn. Established in 1907, this Chicago agency represents a number of industrial concerns and placed more than $2,000,000 in business publications during 1960. Among the RM&F accounts are American Chain & Cable Co., Inc.; C. P. Clare & Co.; James B. Clow & Sons; Falk Corp.; Lyon Metal Products; Signode Steel Strapping Co.; Sloan Valve Co.; and Square D Co.

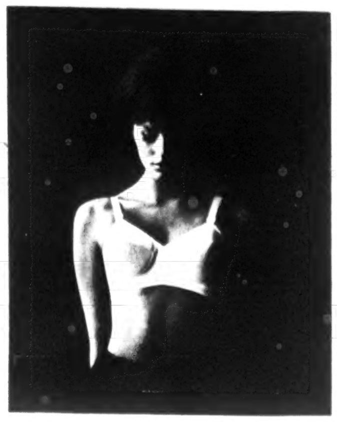
NEW LONDON—
Major Share
Of the
Metro Market

New London's ABC City Zone has 51% of New London-Groton-Norwich Metro Area population! And with Total EBI now up to $77,386,000,* New London is the big buy in the Metro Area. *The Day* delivers 90% City Zone . . biggest share of this major New England Market.

* SM '61 Survey

The Day

NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN
& SINDING, INC.



This is the bra with the perfect fit: cups are set in elastic mesh to fit each side of you separately! Tomorrow by Warner's.

NO LEERING—*This Warner Bros. ad for Tomorrow is one of a series subordinating sex appeal to art.*

the May 25 issue. It pointed out that women are getting slimmer and foundation garments are getting lighter. "A woman would rather buy a bustle than a corset . . . why be stuck with a bad name that doesn't even define what you've got?" the ad asked.

■ The ad also pointed out that because of this trend toward the lightweight garment which needs no fitting, many women don't go near a corset department. More than half the foundation industry's $700,000,000 sales now come from variety and apparel chains, drug stores, supermarkets, discount houses, the ad said.

The answer to this, the ad recommended, is the "fresh, slimwear feeling" for the outdated corset department. Ads, displays, fixtures, saleswomen and items should tell the slimwear idea "and bring those new, young customers in."

We're prepared to back it with everything we've got. And we've got plenty to back it," the ad concluded. "Merchandise, ads, figures, facts—and a complete plan for your slimwear department." #

Judge Delays Ruling on Office Furniture Conspiracy

The federal court in Buffalo, N.Y., contends that a price fixing conspiracy among some of the nation's leading office furniture manufacturers began as far back as 1944 and involved at least 45 meetings attended by 38 persons, many of them top company officials. Federal Judge John O. Henderson reserved decision on whether to order the Justice Department to comply with defense demands for more details than have been provided in the bill.

The companies were indicted last December on charges they conspired to fix prices and eliminate competition in the $210,000,000 a year metal office furniture industry. The judge gave the government and the eight defendant companies until June 5 to file briefs. In a continuation of an unusual action in a criminal case, the judge ruled that both the request for the bill of particulars and the government's answers to date should not be filed to become public record until after he has decided the disputed questions.

Grant and Landers, Frary Settle $21,590 Ad Fee Dispute

Grant Advertising, New York, and client Landers, Frary & Clark, have settled an out of court dispute arising over $21,590 which Grant said was due it for advertising and services. On May 19, Grant obtained a bank attachment against Landers, Frary. The agency had indicated earlier that it was about to file suit, but said last week that the matter was settled.

Landers, Frary & Clark, New Britain, Conn., is in the final phases of purchase by J. B. Williams Co., and its advertising will be handled by Parkson Advertising, the Williams house agency (AA, April 17).

Smith, Hagel Changes Name to Smith, Henderson & Berey

Smith, Hagel & Knudsen, New York, has changed its name to Smith, Henderson & Berey. The new name recognizes the present principals, William R. Henderson, president, and William J. Berey, exec vp. Although there has been no Smith in the agency for many years, this part of the former name was retained for better identification, the agency said. William Knudsen, former chairman, left the agency in January to join E. M. Freystadt Associates (AA, Jan. 9).

Bell & Howell to Market New Du Pont Color Film

Bell & Howell Co., Chicago, will begin marketing in 1962 a new color film for the home movie and 35mm amateur film market, which will be produced by E. I. du Pont de Nemours & Co. The film will be sold as Du Pont-Bell & Howell film.

No advertising plans have been set, but advertising will be handled by McCann-Erickson, Chicago, Bell & Howell's agency. Products will include 8mm and 16mm movie film and 35mm slide film.

Heinz Runs Discount Offers

H. J. Heinz Co., Pittsburgh, is running a 10¢-off coupon offer on two jars of its Heinz applesauce in the Boston market. The company has also set 800-line ads in 200 newspapers in 180 cities and commercials on eight network tv programs this summer for a 30¢ coupon offer with every two Heinz relishes, good towards the purchase of hamburger, hot dogs or buns. Maxon Inc., Detroit, is the agency.

Ayer Names Lewine

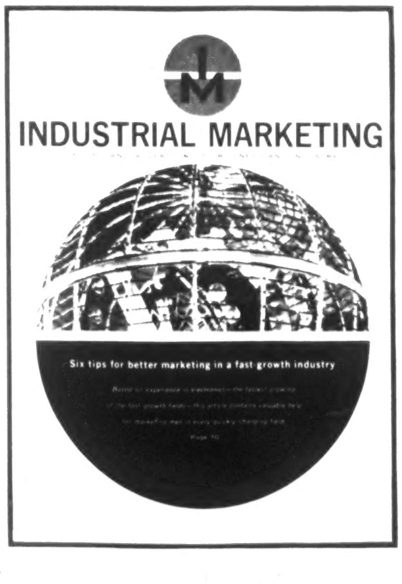
Richard Lewine, formerly director of special projects for the CBS-TV network, has been named a consultant to the tv department of N. W. Ayer & Son, New York. He will work with the agency's management group on program development and current programming.

with men who make industrial advertising

says **David F. Beard,** General Director of Advertising
Reynolds Metals Company

"Anyone who is ambitious to grow personally and to better serve his company must continue to learn. That is the reason I have read Industrial Marketing for many years and why I urge everyone in our department involved in industrial advertising to read every issue."

A veteran and versatile advertising executive, Mr. Beard joined McGraw-Hill in 1923 straight out of the University of Pennsylvania. He was a market research and advertising representative for that publishing company from 1926 to 1937, serving in various cities in the east, midwest and south. In 1937, he was named manager of McGraw-Hill's direct mail division (with headquarters in New York), a position he held until 1944 when he joined the Reynolds Metals Company at Louisville as manager of advertising and public relations. In his present post as general director of advertising for Reynolds, Mr. Beard (now working out of Richmond) has executive responsibility for an advertising program which earmarked $800,000 for the business press in 1960. Among the professional organizations in which Mr. Beard has held office are the Association of National Advertisers and the Association of Industrial Advertisers.



INDUSTRIAL MARKETING

Selling and advertising to business and industry

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

ABP ABC NBP

1 Year (13 issues) $3

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

The Top 100 National Advertisers of 1960

Dollar Expenditures in Major Media Compiled by Advertising Age

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; Outdoor Advertising Inc.

	Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Network Television	Spot Television*	Outdoor
1.	General Motors Corp.	$122,227,529	$40,354,817	$37,963,619	$ 1,578,844	$ 2,831,600	$22,985,033	$ 5,997,290	$10,516,326
2.	Procter & Gamble Co.	109,562,745	4,276,067	3,556,864	3,695	235,000	46,406,679	55,084,440	---
3.	General Foods Corp.	65,084,760	16,197,397	9,194,991	210,182	258,900	18,623,648	18,540,740	2,058,902
4.	American Home Products	54,824,858	3,460,401	6,820,355	289,043	1,189,200	33,376,057	9,412,110	277,692
5.	Ford Motor Co.	53,815,502	18,669,074	10,882,179	1,580,575	700,000	11,159,933	5,304,090	5,519,651
6.	Lever Bros.	53,518,182	5,162,958	3,189,259	17,265	---	28,613,140	16,535,560	---
7.	Chrysler Corp.	43,329,957	18,091,428	12,746,684	268,225	350,000	8,638,201	1,722,210	1,513,209
8.	Colgate-Palmolive Co.	41,411,194	4,560,161	2,747,867	69,056	103,600	22,511,280	11,419,230	---
9.	R. J. Reynolds Tobacco Co.	34,134,163	8,485,691	5,222,030	361,456	---	15,891,416	4,173,570	---
10.	General Mills	29,958,422	6,715,579	5,351,066	136,448	403,500	14,651,707	2,569,810	130,312
11.	General Electric Co.	29,784,261	7,559,832	9,547,245	278,476	4,599,700	5,745,718	2,053,290	---
12.	American Tobacco Co.	29,175,160	5,543,039	6,714,711	242,480	---	9,701,965	6,056,610	916,355
13.	Bristol-Myers Co.	29,163,564	1,785,538	6,255,306	14,472	165,800	10,747,288	10,169,560	25,600
14.	Distillers Corp.—Seagrams Ltd.	26,878,730	11,654,170	10,876,273	---	220,000	---	1,597,570	2,530,717
15.	Philip Morris Inc.	25,824,151	5,776,265	4,517,451	---	12,000	11,245,448	4,149,560	123,427
16.	American Telephone & Telegraph Co.	25,683,384	5,428,587	10,768,628	479,521	815,000	1,904,364	5,661,300	625,984
17.	Brown & Williamson Tobacco Corp.	25,062,957	4,316,227	422,971	4,410	---	12,533,149	7,786,200	---
18.	P. Lorillard Co.	24,961,375	5,100,677	3,328,776	---	---	7,755,281	8,431,630	345,011
19.	National Dairy Products Corp.	22,738,452	6,022,399	6,267,562	332,028	194,900	8,529,811	1,212,650	179,102
20.	Sterling Drug Inc.	21,782,851	1,763,927	1,984,590	120,925	368,600	15,358,919	2,185,890	---
21.	Kellogg Co.	20,855,832	992,889	2,572,947	71,830	125,300	9,900,196	5,795,390	1,397,280
22.	Campbell Soup Co.	20,527,544	4,619,378	8,991,565	---	155,300	5,304,700	1,263,440	193,161
23.	E. I. du Pont de Nemours & Co.	20,193,611	2,460,342	5,383,174	259,634	3,499,000	7,558,622	399,730	633,109
24.	Miles Laboratories Inc.	19,699,214	1,355,705	741,467	---	538,200	8,839,446	8,132,990	111,406
25.	Gillette Co.	19,343,654	1,939,254	1,256,188	---	---	12,075,302	4,072,910	---
26.	Liggett & Myers Tobacco Co.	18,614,825	2,792,485	3,197,856	11,690	---	10,991,624	1,542,980	78,190
27.	Standard Brands Inc.	18,264,839	3,465,145	4,194,052	241,422	---	2,887,140	7,477,080	---
28.	Warner-Lambert Pharmaceutical Co.	16,798,421	1,218,265	3,173,336	---	640,000	5,464,060	6,302,760	---
29.	Westinghouse Electric Corp.	16,513,027	2,385,138	2,204,208	183,996	2,600,000	8,825,165	314,520	---
30.	National Biscuit Co.	16,202,617	1,065,049	3,162,396	47,620	258,300	10,347,922	1,321,330	---
31.	American Motors Corp.	15,711,003	9,399,679	2,670,770	38,567	349,500	426,297	2,826,190	---
32.	Eastman Kodak Co.	15,613,801	1,833,495	6,377,992	---	1,800,000	5,271,794	330,520	---
33.	Corn Products Inc.	15,516,583	4,498,483	3,442,979	98,502	55,000	3,342,356	3,737,550	341,713
34.	National Distillers & Chemical Corp.	15,025,143	6,539,919	6,077,070	2,627	500,000	---	---	1,905,527
35.	Texaco Inc.	14,928,076	380,072	747,177	240,130	764,300	12,161,822	541,250	93,325
36.	Quaker Oats Co.	13,974,656	4,192,526	4,075,655	25,151	122,500	3,022,574	2,362,270	173,980
37.	Schenley Industries Inc.	13,556,636	8,206,851	3,429,290	---	380,000	---	85,670	1,454,825
38.	Hurt Foods & Industries Inc.	13,206,077	613,130	5,962,317	---	100,000	---	6,530,630	---
39.	Goodyear Tire & Rubber Co.	12,949,460	3,596,620	5,864,944	543,728	970,100	1,819,908	105,290	48,870
40.	Pillsbury Co.	12,845,744	1,827,032	2,061,002	66,390	116,900	4,927,310	3,847,110	---
41.	Standard Oil Co. (New Jersey)	12,484,763	2,136,094	3,068,791	99,221	1,600,000	786,155	3,175,400	1,619,102
42.	Anheuser-Busch Inc.	12,386,338	996,641	1,905,241	---	140,100	646,573	4,232,910	4,464,873
43.	Revlon Inc.	12,382,045	1,489,901	4,254,906	---	---	4,219,880	2,359,060	58,298
44.	Radio Corp. of America	12,237,814	3,269,720	3,923,797	3,750	750,000	3,735,367	555,180	---
45.	Coca-Cola Co.	12,050,228	956,556	3,860,797	---	76,000	561,080	4,187,470	2,408,325
46.	S. C. Johnson & Son	11,891,151	354,980	616,589	2,675	---	8,103,747	2,813,160	---
47.	Shell Oil Co.	11,704,814	3,145,404	1,528,126	145,555	255,000	274,028	2,810,950	3,545,751
48.	Armour & Co.	11,482,057	2,053,573	3,884,155	181,456	302,600	3,988,370	959,990	111,913
49.	Swift & Co.	11,100,697	1,481,870	4,156,360	152,685	86,300	1,366,220	1,928,990	1,928,272
50.	Wm. Wrigley Jr. Co.	10,846,222	91,459	807,869	---	---	616,248	7,810,220	1,520,426
51.	U.S. Steel Corp.	10,748,048	1,556,424	2,387,736	347,940	2,776,900	3,298,618	---	380,430
52.	Continental Baking Co.	10,463,158	1,767,525	94,300	---	78,300	593,837	5,879,280	2,049,916
53.	Jos. Schlitz Brewing Co.	10,371,227	534,045	1,930,610	---	---	2,625,530	2,185,000	3,096,042
54.	Studebaker-Packard Corp.	10,288,291	3,775,068	2,644,610	110,130	500,000	1,064,249	879,740	1,314,494
55.	Pepsi-Cola Co.	10,220,894	4,105,105	1,699,135	2,100	117,500	---	3,119,040	1,178,014
56.	Lestoil Products Inc.	10,070,984	109,864	---	---	---	---	9,961,120	---
57.	Alberto-Culver Co.	10,064,198	---	---	---	---	8,822,038	1,242,160	---
58.	Standard Oil Co. (Indiana)	9,392,322	2,991,744	76,971	379,540	424,500	448,079	2,246,750	2,824,738
59.	Ralston Purina Co.	9,390,519	676,674	222,225	825,536	140,000	6,067,040	675,540	783,504
60.	Nestle Co.	9,256,059	678,787	1,174,232	112,424	---	1,611,156	5,679,460	---
61.	B. F. Goodrich Co.	9,248,909	1,204,674	4,747,008	356,319	1,100,000	1,568,158	272,750	---
62.	Hiram Walker-Gooderham & Worts	9,056,463	3,763,018	4,907,953	---	135,700	---	---	249,792
63.	Aluminum Co. of America	8,907,205	1,463,729	2,107,143	28,657	1,656,000	3,492,926	158,750	---
64.	Carnation Co.	8,852,562	661,002	2,270,895	219,072	266,300	3,009,147	2,056,260	369,886
65.	Carter Products Inc.	8,704,207	293,341	283,854	14,257	---	6,174,175	1,938,580	---
66.	Firestone Tire & Rubber Co.	8,663,348	2,147,979	3,741,078	554,511	408,200	1,789,210	22,370	---
67.	Johnson & Johnson	8,518,353	1,730,520	1,815,208	67,765	---	4,297,630	607,230	---
68.	Scott Paper Co.	8,456,662	887,173	1,886,951	---	158,400	4,020,948	1,503,190	---
69.	J. B. Williams Co.	8,351,389	542,388	5,535	---	---	7,629,626	173,840	---
70.	Dow Chemical Co.	8,123,500	2,124,037	2,401,775	151,612	1,453,600	1,613,613	327,840	51,023
71.	Richardson-Merrell Inc.	7,818,751	1,101,365	1,387,856	577,183	164,300	2,374,527	2,213,520	---
72.	Armstrong Cork Co.	7,757,893	86,218	2,790,641	---	700,000	4,181,034	---	---
73.	Kimberly-Clark Corp.	7,552,260	1,087,310	2,397,424	13,560	440,400	3,524,286	89,280	---
74.	H. J. Heinz Co.	7,370,130	2,447,658	1,740,942	62,519	110,000	2,940,051	68,960	---
75.	Chesebrough-Pond's Inc.	7,365,730	888,105	3,132,026	---	113,300	1,786,149	1,446,150	---
76.	Borden Co.	7,363,500	1,756,511	2,716,266	17,890	130,000	613,920	803,380	1,325,533
77.	American Chicle Co.	7,061,823	---	---	---	---	4,612,913	2,448,910	---
78.	Beech-Nut Life Savers Inc.	7,000,588	175,716	679,695	---	105,700	4,819,117	1,220,360	---
79.	Sperry Rand Corp.	6,841,938	605,859	2,358,358	460,737	633,800	2,783,184	---	---
80.	American Cyanamid Co.	6,578,043	220,572	1,835,030	1,190,695	3,000,000	280,976	50,770	---
81.	Stanley Warner Corp.	6,528,731	628,428	220,927	10,516	---	77,850	5,591,010	---
82.	Columbia Broadcasting System Inc.	6,481,869	2,254,524	3,907,335	---	102,400	---	217,610	---
83.	Prudential Insurance Co.	6,453,502	2,059,397	350,490	29,197	46,000	3,766,861	26,270	175,287
84.	Kaiser Industries Corp.	6,406,476	380,804	383,249	126,082	1,023,000	4,448,040	---	45,301
85.	Helene Curtis Industries	6,350,994	1,146,789	817,143	---	133,600	3,350,042	903,420	---
86.	Union Carbide Corp.	6,322,677	782,951	1,923,255	72,239	1,604,100	1,304,462	635,670	---
87.	California Packing Corp.	6,239,428	1,208,514	3,056,746	93,359	101,600	488,109	600,100	691,000
88.	Reynolds Metals Co.	6,082,943	1,181,508	752,210	441,585	800,000	2,813,160	89,480	---
89.	Gulf Oil Co.	6,033,944	1,958,767	1,402,657	45,658	400,000	1,334,609	228,690	663,563
90.	Bayuk Cigars	5,827,534	102,063	---	---	20,000	5,705,471	---	---
91.	Sears Roebuck & Co.	5,752,961	681,598	1,271,189	2,939	8,400	2,827,765	961,070	---
92.	Simoniz Co.	5,719,994	603,154	313,365	---	---	2,331,275	2,472,200	---
93.	Falstaff Brewing Corp.	5,622,792	263,373	107,587	---	---	1,236,529	2,596,720	1,418,583
94.	Block Drug Co. Inc.	5,579,365	---	29,375	---	8,100	5,242,390	299,500	---
95.	Theo. Hamm Brewing Co.	5,555,995	440,207	414,873	---	---	412,908	2,432,530	1,855,477
96.	Minnesota Mining & Mfg.	5,498,591	442,772	1,787,518	24,865	1,800,000	70,176	1,373,260	---
97.	U.S. Rubber Co.	5,376,657	754,036	2,652,496	81,091	1,025,000	---	772,970	91,064
98.	General Telephone & Electronics Corp.	5,354,801	477,263	3,546,185	---	1,000,000	115,296	26,460	189,597
99.	Plough Inc.	5,293,251	1,537,960	862,879	14,438	---	1,124,788	1,516,010	237,176
100.	Carling Brewing Co.	5,182,821	244,722	536,623	---	---	570,799	3,457,890	372,787

*In some instances spot tv figures include both parent company and dealer or distributor expenditures.

Johnson to Open Own Offices

Charles W. Johnson has resigned as an associate of Gross & Roberts, San Francisco, as of May 31, to open his own agency, Charles W. Johnson Advertising on June 1, with offices at 703 Market St., San Francisco. Initially, the new agency will have billings estimated at $177,000, including capitalized fees. Clients include Random Travel Inc. and its subsidiaries, Random Tours, Random International Tour and Sportours; Home Federal Savings & Loan Assn., San Francisco; Leone Distributing Co.; San Francisco Television Service Assn.; and *TV Service Magazine*.

Stewart Joins Thompson

Peter Stewart, formerly an account executive of WBAL-TV, Baltimore, has joined Ray Thompson & Associates, Baltimore, as an account executive.

Broadcast Unit Elects Byrnes

Sydney E. Byrnes, general manager of WADS, Ansonia, Conn., has been elected president of the Connecticut Broadcasters Assn., Hartford.

"Arborvitae, pachysandra, rhododendron, mulch. Listen to me rattle them off like an expert. And to think—the last time I worked the soil was when I grew four tired radishes back in P.S. 34."

New York is a great big green thumb. It sinks an estimated $120,000,000 into the good earth each year. New York's gardening guide? The New York Times, America's biggest garden advertising medium. And the medium for every businessman fond of the color green. It sells New Yorkers with the most advertising . . . serves them with the most news. New York is The New York Times.

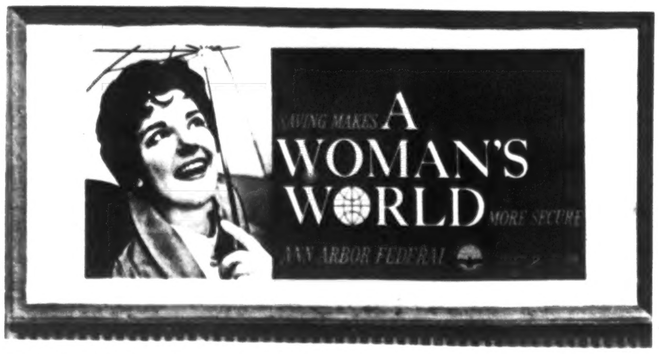
Mineral Industries, Chicago, Acquires Peak Anti-freeze

Mineral Industries, Chicago, has acquired the trademark and inventories of Houston Chemical Corp.'s glycol anti-freeze, Peak, and its methanol brand, Norway. Houston retains its patent and formulation rights. The switch will not involve any agency change; Fuller & Smith & Ross will continue to handle the business.

it's HOT!

THE **YEAR-ROUND** MAILING PIECE THAT **NEVER** FAILS! ANNOUNCE NEW PRODUCTS, STORE OPENINGS, SPECIAL EVENTS, PRICES, INVITATIONS... ANYTIME YOU WANT RESULTS. **FREE SAMPLE!**

MARVIC ADV. CORP.
861 HG MANHATTAN AVE. BROOKLYN 22, N.Y.



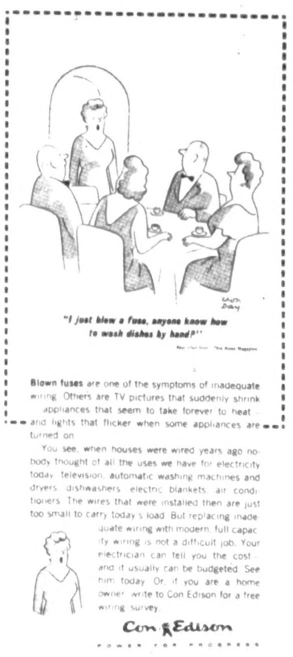
WOMAN'S WORLD—*Ann Arbor Federal Savings & Loan Assn., Ann Arbor, Mich., is aiming its current advertising at women in outdoor posters like the above, direct mail, radio and newspapers. LesStrang Associates is the agency.*

PAA Names Dr. Van Rosen

Dr. Beatrice Van Rosen has been appointed creative copy director of Pharmaceutical Advertising Associates, New York. Dr. Van Rosen joined the agency last year as assistant to the director of creative promotion. She formerly was with William Douglas McAdams Inc., New York.

Ryan Heads St. Paul Adclub

Edwin Ryan, president of Ryan-Coleman, St. Paul, has been elected president of St. Paul Advertising Club. Other officers are Dale Bowman, Emporium department store, vp; Jule Williams, Ryan-Coleman, secretary; and Charles Murphy, Custom Displays, treasurer.



"I just blew a fuse, anyone know how to wash dishes by hand?"

Blown fuses are one of the symptoms of inadequate wiring. Others are TV pictures that suddenly shrink—appliances that seem to take forever to heat—and lights that flicker when some appliances are turned on.

You see, when houses were wired years ago nobody thought of all the uses we have for electricity today: television, automatic washing machines and dryers, dishwashers, electric blankets, air conditioners. The wires that were installed then are just too small to carry today's load. But replacing inadequate wiring with modern, full capacity wiring is not a difficult job. Your electrician can tell you the cost—and it usually can be budgeted. See him today. Or, if you are a home owner, write to Con Edison for a free wiring survey.

Con Edison
POWER FOR PROGRESS

INSTITUTIONAL—*Consolidated Edison Co. of New York is running a series of 540-line institutional ads in all New York metropolitan dailies, featuring magazine cartoons reprinted with the original captions. Batten, Barton, Durstine & Osborn is Con Edison's agency.*

12 Newspapers Sign 'Asia' Supplement

NEW YORK, May 31—*Asia Magazine*, English-language supplement to be launched next October (AA, April 3), has announced the names of its distributing newspapers.

Adrian Zecha, publisher, said the weekly supplement, which is to be published out of Hong Kong, will be carried by the following newspapers: *Burma Guardian*, *China Post* (Formosa), *Hong Kong Tiger Standard*, *Japan Times*, *Korea Times*, *Manila Times*, *Okinawa Morning Star*, *Pakistan Times*, *Straits Times* (Singapore), *Sunday Observer* (Ceylon), *Times of India*, and *Times of Vietnam*.

Mr. Zecha said that these 12 newspapers will deliver "a combined circulation of well over 650,000 high-income families—10 times greater a circulation than any other magazine or newspaper covering the whole of free Asia."

No rate card has been issued yet, but the supplement is expected to charge $4,000 for its page. Bruce Friedlich & Co., New York, will be handling advertising for *Asia Magazine*. ≡

First Mercury Corp. Launches Coupon-on-the-Bag

A new wrinkle in sales promotion media is a coupon printed on a grocery bag. First Mercury Corp., 826 Seventh Ave., New York, has introduced Coupon-on-the-bag at the checkout counters of the 22 unit Packer's supermarkets, a Brooklyn chain. Ordinary brown bags are imprinted with premium offers, special discounts, in-store promotions and other coupons. Nine local advertisers signed for the initial run of 100,000 bags.

Additional printings are planned for other parts of the metropolitan New York area. The price is $145 for 100,000 bags. Up to 20 participants per run are accommodated.

'American Home' Boosts Rates

American Home has announced a rate increase effective with its October issue. The rate base will be boosted from 3,600,000 to 3,750,000.

The publication's one-time b&w page rate will go from $14,300 to $16,500, and the one-time four-color page rate will rise from $19,620 to $21,940.

MAGAZINE #2
EXCLUSIVE
EXCLUSIVE
EXCLUSIVE
EXCLUSIVE
HARDWARE AGE

2½ times as many Exclusive Advertisers

Just look at these startling figures—

... Of the 659 advertisers who used only one hardware trade publication in 1960, 419 chose Hardware Age. In contrast, only 156 used the 2nd magazine exclusively — only 84, the 3rd.

... Nearly ½ of all Hardware Age advertisers used no other hardware trade magazine.

... 58.1% of all exclusive campaigns — 70% of all exclusive advertising pages appeared in Hardware Age.

Certainly these figures denote *real leadership*. There must be good reasons why 2½ times as many advertisers choose Hardware Age exclusively as its nearest competitor. There are!

Hardware Age *gives greater value*. Its Census of Hardware Dealers permits concentration of circulation among Major and Progressive Intermediate dealers. It is professionally edited; designed to appeal to the reader's interests and to provide money-making ideas.

Every subscriber pays for his subscription voluntarily. And when hardware men spend their own money for classified advertising in hardware trade magazines, they place over 3 times as many advertisements in Hardware Age as in *both* the other national magazines combined.

Finally, because Hardware Age comes out every other Thursday, its news is fresher and up-to-the-minute. Hardware Age covers 465 out of the 469 general hardware wholesalers—and 64% of their traveling salesmen. In addition, it reaches more than 1,100 specialty wholesale houses. And it provides intensive coverage of the 61.7% of store units that account for 89.7% of retail sales.

These 9 Features of HARDWARE AGE'S MAP Marketing Assistance Program help increase sales

NATIONAL SURVEY. A scientific sampling of 40,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 532 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 40,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

RESEARCH AND PROMOTION MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

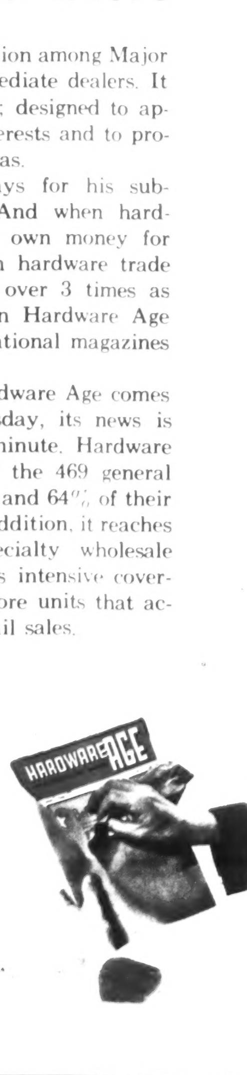
MERCHANDISE DIRECTORY NUMBER. Lists 7,560 hardware products with 10,025 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

Your advertising will meet

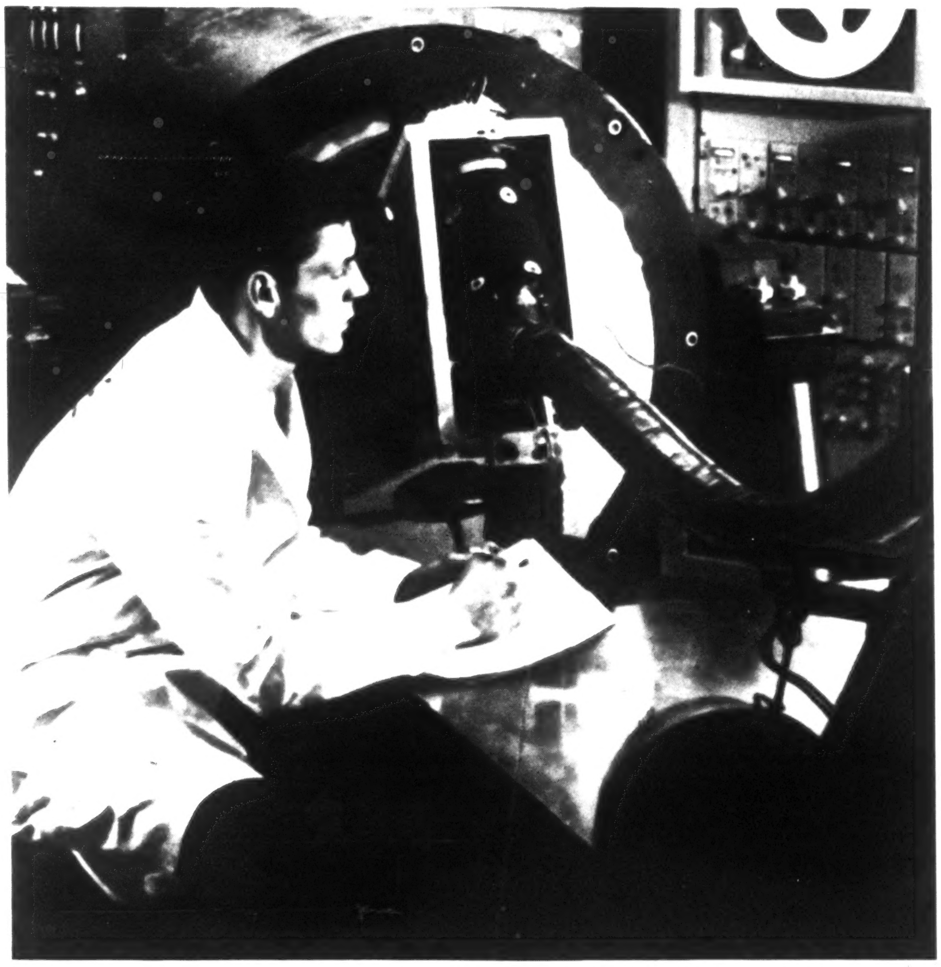
More Eager Readers in HARDWARE AGE



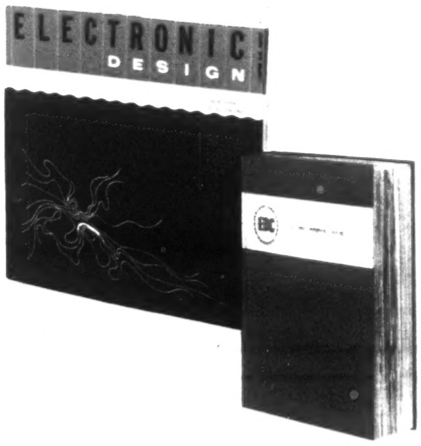
A Chilton Publication
ABC Member NBP
Chestnut and 56th Street
Philadelphia 39, Pa.

when the ELECTRONIC DESIGN engineer SPECIFIES his company BUYS

By limiting subscribers to your key prospects (100% electronic design engineers) . . . by surrounding your advertisement with a favorable climate of readership (all design editorial) . . . by offering optimum frequency (26 issues per year) . . . ELECTRONIC DESIGN makes your ads work harder . . . is *a selling force*, capable of achieving your sales objectives on a mass scale.



Qualification testing of Titan II electrical umbilical cable, at Wyle Laboratories.



HAYDEN PUBLICATIONS

New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Tokyo • London

Texas Attorney General Calls Stamp Bill Invalid

The attorney general of Texas has ruled unconstitutional a bill introduced in the Texas House of Representatives to outlaw trading stamps in the state. The opinion, requested by a subcommittee after it held hearings on the bill, stated: "We can perceive no danger to the public welfare in the use of trading stamps . . .

"Would it not be just as reasonable to outlaw advertising, or credit, or free parking, or free delivery service or any one or more of the countless other trade inducements which are customarily utilized by merchants in the competitive business economy?" the opinion added.

Poor Richard Elects Beauchamp

Reginald E. Beauchamp, special events director of the *Philadelphia Bulletin*, has been elected president of the Poor Richard Club. Other officers are James T. Cassidy, president of Cassidy-Richlar Distributing Co., 1st vp; Jack Steck, director of radio operations of WFIL, 2nd vp; James H. Hornaday, advertising manager of Presbyterian Life Inc., secretary; and Andrew C. Kunkel, vp and general sales manager of Breyer Ice Cream, reelected treasurer.

R. I. Admen Elect Hart

Henry C. Hart Jr. has been elected president of the Advertising Club of the Greater Providence Chamber of Commerce. He is director of radio and tv and an account executive of Noyes & Co., Providence.

'Forbes' Names Two

Mike Walton, formerly of *Capper's Weekly*, has joined the Chicago sales staff of *Forbes*. At the same time, Larry Brockman has been named resident manager of that office.

The WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

The industrial city of Quincy, center of a rich agricultural, grain, dairy, and stock-raising section, 19 counties of west-central Illinois, northeast Missouri, southwest Iowa. Hub of 330,000 retail market area. Important wholesale distribution point. Excellent merchandising support of national schedules.

IOWA
ILLINOIS
QUINCY
MISSOURI

ONE NEWSPAPER WIDE

Member St. Louis and Illinois Interurbia Group.

THE QUINCY HERALD-WHIG
HAL CULP, Advertising Manager • Phone BA 3-5100
"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

Gleason
Clark
Rumrill
Reynolds

GLASS ANNIVERSARY—*Twenty-five years together usually is a silver anniversary, but not when the client is Corning Glass Works. To mark the occasion Charles L. Rumrill, president, Rumrill Co., received a Steuben glass plaque from Paul T. Clark, manager of the technical products division. Observing the ceremony were Charles N. Gleason, Rumrill vp and account supervisor, and Preston M. Reynolds, advertising and sales promotion manager for Corning technical products.*

Network Radio's Top Advertisers*

Based on Four Weeks Ending April 2, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

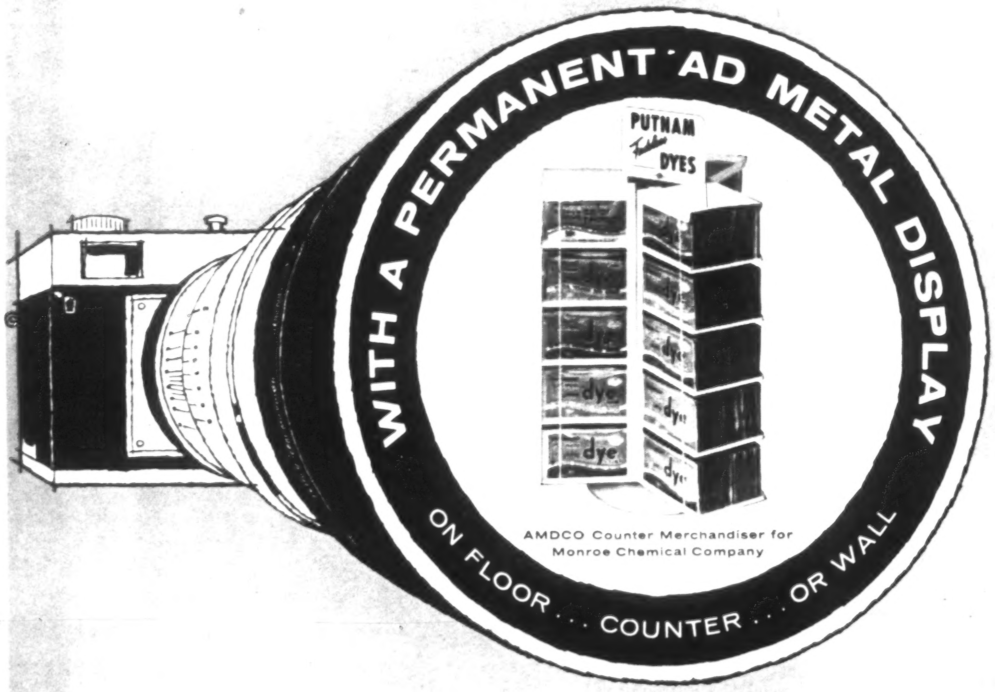
Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Pepsi-Cola Co. (4 Nets)	341	133,585
2	Sylvania Electric Products (ABC, CBS, NBC)	239	130,764
3	Liggett & Myers Tobacco (MBS, NBC)	310	130,651
4	Pharmaco Inc. (ABC, CBS, MBS)	261	114,642
5	R. J. Reynolds Tobacco (4 Nets)	265	108,858
6	Time Inc. (NBC)	170	96,334
7	Mennen Co. (4 Nets)	219	93,718
8	Kellogg Co. (CBS, NBC)	177	90,355
9	Standard Brands Inc. (CBS, MBS, NBC)	180	88,125
10	Mentholatum Co. (CBS, MBS)	153	77,004
11	Metropolitan Life Insurance (NBC)	125	72,058
12	Monarch Wine Co. Inc. (ABC, NBC)	173	71,514
13	Minnesota Mining & Mfg. (MBS)	187	71,120
14	CBS Electronics-CBS Inc. (CBS)	147	68,694
15	Ex-Lax Inc. (4 Nets)	162	64,190
16	Lever Brothers Co. (MBS, NBC)	146	61,519
17	Mogen David Wine Corp. (NBC)	132	61,383
18	Int. Min. & Chem. Corp. (CBS, NBC)	103	48,908
19	Grove Div.-Bristol-Myers (CBS)	63	43,169
20	Studebaker-Packard Corp. (ABC)	74	39,417

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Mennen Co. (4 Nets)	178	112,211
2	Sylvania Electric Products (ABC, CBS, NBC)	199	103,941
3	Liggett & Myers Tobacco (MBS, NBC)	237	92,442
4	Pharmaco Inc. (ABC, CBS, MBS)	198	81,271
5	Studebaker-Packard Corp. (ABC)	63	74,262
6	Time Inc. (NBC)	128	68,196
7	Standard Brands Inc. (CBS, MBS, NBC)	146	65,495
8	Pepsi-Cola Co. (4 Nets)	170	62,520
9	Metropolitan Life Insurance (NBC)	105	57,330
10	Kellogg Co. (CBS, NBC)	121	57,151
11	R. J. Reynolds Tobacco (4 Nets)	151	56,980
12	Monarch Wine Co. Inc. (ABC, NBC)	145	56,913
13	Mentholatum Co. (CBS, MBS)	122	56,724
14	CBS Electronics-CBS Inc. (CBS)	133	56,342
15	Carling Brewing Co. (ABC)	7	46,732
16	Chevrolet-General Motors (CBS)	72	44,820
17	Mogen David Wine Corp. (NBC)	100	42,488
18	Minnesota Mining & Mfg. (MBS)	117	40,090
19	Ex-Lax Inc. (4 Nets)	95	38,059
20	Int. Min. & Chem. Corp. (CBS, NBC)	78	34,208

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

developing a profit picture
requires FULL TIME EXPOSURE
at the point-of sale...


WITH A PERMANENT AD METAL DISPLAY
ON FLOOR . . . COUNTER . . . OR WALL
PUTNAM
DYES
AMDCO Counter Merchandiser for
Monroe Chemical Company

The point of sale is where all your merchandising and advertising efforts come into focus . . . where your product image registers, the impulse clicks, and your sale is completed . . . write or call for more information . . . and how AN AD METAL DISPLAY custom-designed for your product, will help you close more sales, more profitably . . .

ADVERTISING METAL DISPLAY CO
designers and builders of permanent merchandisers

CHICAGO 50 / 4621 W. NINETEENTH ST. / Bishop 2-1242 • NEW YORK 36 / 11 W. 42nd ST. / LOngacre 4-8255

80 Colorado Gas Stations Ban Trading Stamps, Lower Prices

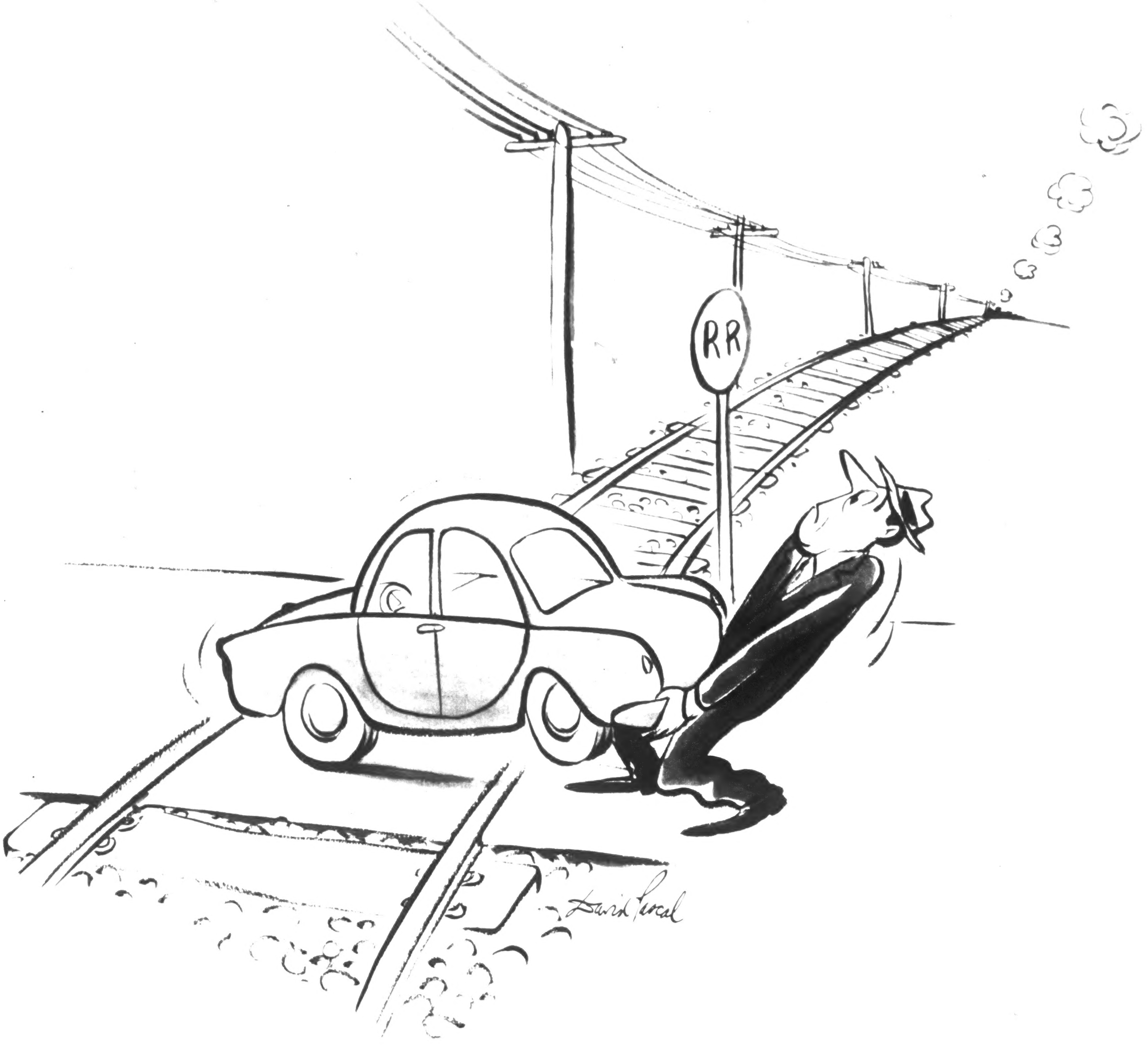
Colorado Springs Petroleum Retailers Assn., Colorado Springs, reports 80 local service stations since May 1 have abandoned the use of trading stamps and have lowered gasoline prices 1¢ per gallon. The 80 stations represent all but some 20 members of the organization.

Mutual Offers Sports Show

Mutual Broadcasting System, New York, has begun a 25-minute weekend sports roundup, "Van Patrick Sports Show," to be presented every Saturday and Sunday at 5:35 p.m. (EDT). The show is being offered to affiliates on a co-op sales basis in place of "Game of the Day" baseball broadcasts, which the network dropped this season after 11 years.

Byers Joins Longyear

Loren E. Byers has joined E. J. Longyear Co., Minneapolis, as head of the advertising department. Mr. Byers was formerly assistant advertising manager of the Farmhand division of Daffin Corp., Hopkins, Minn.



Why we're afraid of railroad crossings

Recently, a locomotive engineer let off some steam at us. He wanted to know *why* we turned down his request for a Business Week subscription.

This, in effect, is what we said.

Sir, we have admired and envied your occupation ever since we were a little boy. But the magazine we publish is edited strictly for those people who keep American business and industry on the track. We don't think a locomotive engineer (or others outside the management sphere) would find it really useful.

Business Week subscriptions are solicited *only* from management men.

Business Week's editors *know* management men's needs and interests.

Business advertisers *recognize* management men's influence. (Which is why more companies place their corporate advertising in Business Week than any other magazine.)

This is what we told our locomotive engineer. We don't know if he's forgiven us yet. Oh my gosh, is that a whistle?

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK

BUSINESS WEEK, A McGraw-Hill Magazine

Kentucky Committee to Study Educational TV Net Proposal

At its next meeting, the legislative research commission will study a recommendation that Kentucky establish a system of nine educational television stations at a cost of about $5,000,000. The recommendation calls for two stations originally, one at Lexington and the other at Bowling Green. As these two stations go into operation, programmed by the University of Kentucky and Western Kentucky State College, work should start on the other stations. The stations, which would be linked by microwave relay systems, would serve during school hours, needs of elementary and secondary schools. In other hours they would be devoted to adult education material. The cost of establishing the stations would be borne by the state. The stations would be, with one possible exception, uhf.

Swink Adds Unitcast

Unitcast Corp., Toledo, has named Howard Swink Advertising, Marion, O., to handle its advertising and pr. The budget is about $100,000. Emphasis will be placed on business paper and direct mail advertising. T. J. Stead Advertising, Toledo, is the previous agency of record.

Stokely Names Trimm

Harry A. Trimm Jr., formerly with the frozen food division of General Foods Corp., has been named director of marketing of the frozen food division of Stokely-Van Camp, Oakland, Cal.

Skirts—Up & Down 'Like a Yo-Yo' . . .

No Opinion Studies at Altman-Stoller —'In Fashion Ads We Create Opinion'

10 Years Old, Agency Bills $7,000,000, Believes in 'Burning in' Its Brands

NEW YORK, May 31—Ten years ago David Altman and Max Stoller decided to open their own fashion agency, Altman-Stoller Advertising. The hyphen in the name rather symbolized the lone desk that the two partners shared—with the flamboyant, extroverted Mr. Altman sitting on one side and the quiet, reserved Mr. Stoller on the other.

"That was Max's unhappiest time," Mr. Altman recalled in an interview with ADVERTISING AGE. "My voice was much louder than his, and I was always drowning him out.

"We made a tremendous number of calls in getting started. We went after accounts, not by billing, but by alphabet. We went right down the list and called on them all, from A to Z."

Messrs. Stoller and Altman met in the Irving Serwer Advertising Agency. Mr. Altman had joined the agency in 1948, and Mr. Stoller had been with Serwer for 15 years and was its copy chief. Before joining Serwer, Mr. Altman had been an infantry lieutenant and advertising manager of *Woman's Reporter*. While working on that magazine, he also managed to get a law degree at New York University.

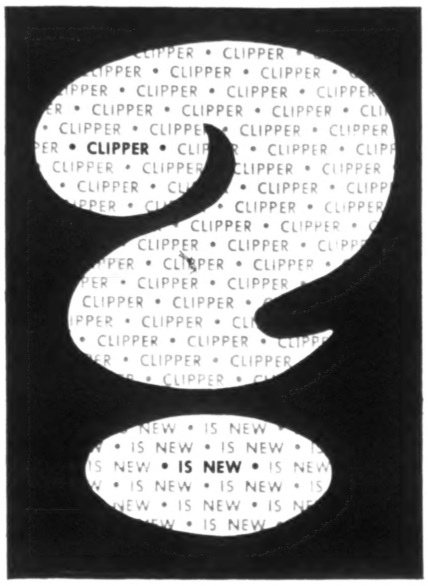
Now with their first decade behind them, the two men reign over a shop which they believe to be the largest placer of fashion advertising in the country. The score: $7,000,000 of billings, 51 accounts, and 35 employes.

■ Although the size and success of the agency has radically changed—"our billings have practically doubled each year"—the advertising philosophy has remained constant. "Even when we began, we disapproved of the question—'Does it sell?'—that's always being asked of an ad. It's a meaningless question.

"You cannot sell in terms of 'an ad.' Only advertising sells. 'An ad' does not sell. Nobody sees 'an ad' except the man who pays for it.

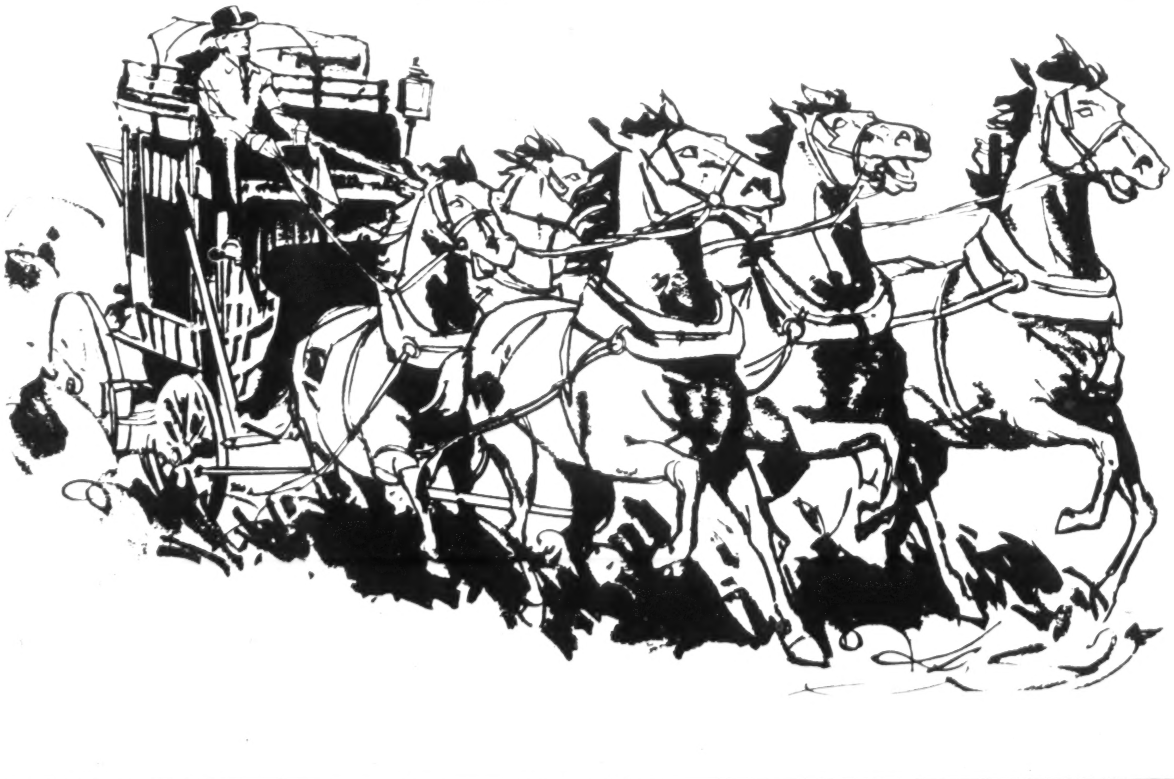
"But once you are emancipated from the 'Does it sell?' approach, you can set about creating a campaign to perform the real function of fashion advertising—to create in the consumer's mind a certain attitude toward your product. It's a subtle difference for your product, and it's an emotional difference. Our object is everyone's

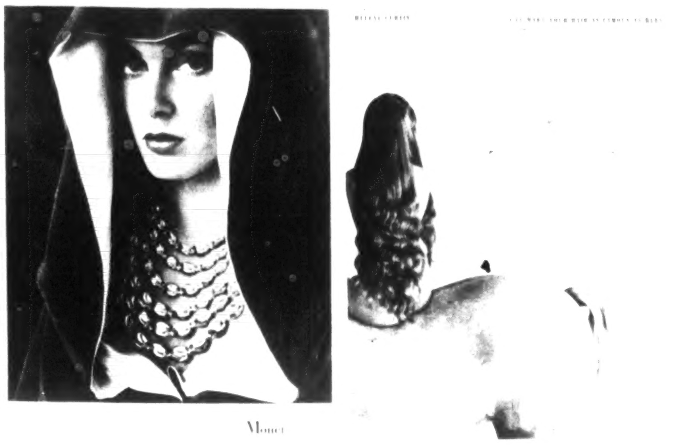
CLIPPER



2 BRAND NEW FIRST RUN
from ITC
WHIPLASH
starring
PETER GRAVES

Rugged, 6'3", Midwest-born Peter Graves (star of FURY, now in its 6th year on NBC), plays Chris Cobb, the American who braved a new frontier to form Australia's first stagecoach line . . . and became a living legend! Filmed on location. Raw excitement . . . thrills of a still untamed land.





BRAND STRESSERS—*These two ads, for Helene Curtis' Salon permanent wave and Monet jewelry, are reasonably typical of the Altman-Stoller approach to fashion advertising.*

delight in our manufacturer's product, so that when people see his product, there will be an emotional movement in its direction.

- "People cry by heart and buy by heart," Mr. Altman maintained. "So in our advertising we're not concerned with competition, price or quality of workmanship. The miracle of America is that we know how to make things, so it's a waste of time to use words like 'quality' or 'well-made' in our ads.

"Pride of possession has nothing to do with price, only with presentation of the product, so we don't base our selling approach on price—although we reject cheap association."

Recognition of a brand name comes only when that brand name has been burned into the customer's brain, Mr. Altman maintains. "Otherwise it is in print and no one sees it but the manufacturer.

"One manufacturer's clothes are not drastically different from his competitors'—if there is a drastic difference, his clothes won't sell. The big difference is the brand name difference.

- "We use the merchandise to create the brand name, not to sell the unit. A manufacturer's line is bigger than the unit he's advertising in a particular ad. He couldn't sustain himself on the sales from the one unit he is advertising. Stores have bought the line—not just the unit—and the line is what they hope to sell."

For each client, the agency aims to isolate a look, a motif, a theme which will be instantly recognizable. "In fashion, we don't have the luxury of budgets of millions of dollars," he pointed out. "But if you present something in a wonderful way, a woman's response is wonderful.

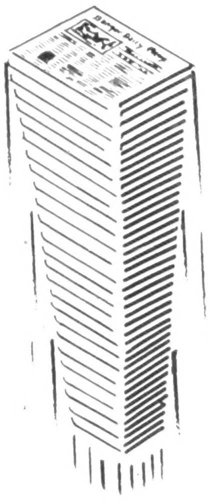
"But ask her to articulate why she responds that way, and she'll give you all the wrong reasons. There's only one test for fashion advertising: 'Is she captivated by it?'

- "For each account, we look for a truth or seeming truth which can give a theme or look to every ad. For example, Rogers Lingerie, which for several years has had the theme: 'Every man wants his woman on a pedestal.'

"Now every psychologist tells me a man doesn't want his woman to be on a pedestal—but every woman tells me that's where she'd like to be. And since it's a lofty

(Continued on Page 50)

National Catholic Family Magazine
QUICK sales
to LIVE prospects.
AUGUST ISSUE CLOSES JUNE 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony
MESSENGER



Maine's BIG "MISSILE"

The NNCCM "missile" is our new National Newspaper Cumulative County Market study. It portrays an enlightening new concept of market-media evaluation.

Make the greatest impact on your Maine Sales Target with schedules addressed to our **75,000 ABC** families. Here's a most-powerful single-paper buy. The NEWS effectively covers better than ⅓ of the State's Income and Retail Sales potential.

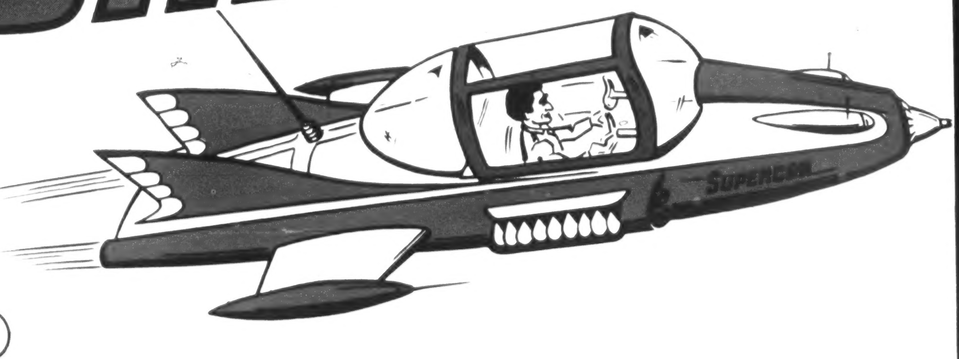
Get the facts. Ask for NNCCM today!

MAINE'S LARGEST DAILY NEWSPAPER
The Bangor Daily News
Represented by Johnson, Kent, Gavin & Sinding, Inc.

SERIES FOR LOCAL SELLING
Ready today for immediate use
from ITC

MIKE MERCURY in SUPERCAR

Mike Mercury and a large cast plus the amazing SUPERCAR: jets through the sky . . . skims the ocean's surface . . . and dives below!
A flexible programming opportunity!



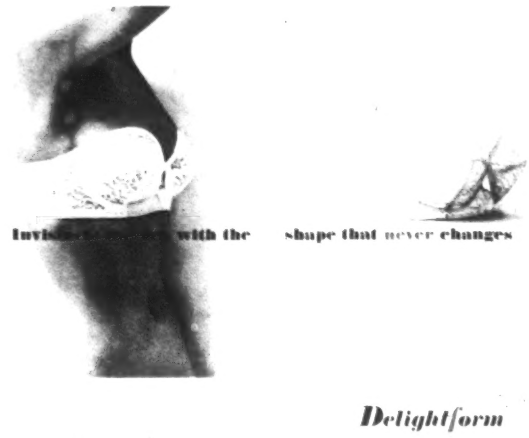
For the first time on television . . . a revolutionary electronic process, "Super Marionation" . . . a Space Age saga totally new in concept and wonderfully imaginative.

Leading the world
in television program sales
INDEPENDENT TELEVISION CORPORATION
ITC

488 Madison Avenue • **New York** 22, N.Y. • PLaza 5-2100
17 Gt. Cumberland Place • **London** W1 • Ambassador 8040
100 University Avenue • **Toronto** 1, Ontario • EMpire 2-1166

Mexico City • Paris • Rome • Rio de Janeiro • Sydney • and offices in principal cities in 45 countries around the world

Altman-Stoller . . .



TORSO TOUCH—*Another characteristic Altman-Stoller production is this magazine unit for Delightform's Invisinet bra.*

idea and brings harm to no one, it enables us to make a visual presentation which is memorable. And when a woman buys a Rogers slip, she feels a certain pride of ownership, bred by the advertising."

Asked for another example, Mr. Altman mentioned the Girltown campaign for children's dresses which pictures a little girl carrying a suitcase marked "Girltown," posed against a fairytale-type background. The ads always start off with the question: "Where have you been, Emily Sue?" (Or some such double name). The answer: "To Girltown."

■ "All parents are nervous over the whereabouts of their girl children, whether they are three or 35," Mr. Altman observed, "and a frantic mother automatically cries, 'Where have you been?' when her daughter reappears. Now we have taken this rather gruesome truth and expressed it poetically and imaginatively for a private communication between the ad and the reader."

What's his view of research?

"I'd use research for facts, but never for opinion. I'd be interested in research that told me the way people lived—how many swimming pools—and that type of factual information. But I'd never be interested in research on opinion.

■ "In the fashion business, you create opinion. We create change by dramatic presentation. If you ask a woman if she wants a certain change, she'll probably say 'No.' But if you dramatically present the change, she will accept it with pleasure. For example, fashion can raise and lower skirts like a yo-yo."

As for the fashion magazines, Mr. Altman thinks "they're perfect." They reach the audience "that buys and rebuys, that starts everything. They set the fashion tone for every community. They simultaneously report and authenticate what is current. They make a line known simultaneously from one end of the country to another, and the stores and newspapers then pick it up from them.

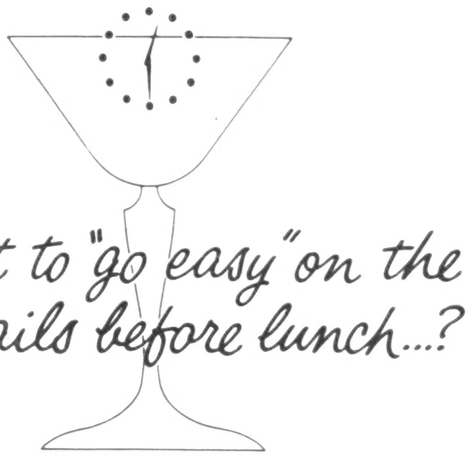
"Radio isn't important as a fashion medium," he said flatly. "And the spotty distribution of apparel manufacturers makes it illogical to use tv to any serious degree—it's too costly and too limited.

■ "Also, in fashion, color is far more significant than silhouette, so tv is a denial of that. Because of the importance of color, we try to avoid b&w ads as much as possible. And because of the importance of repetition in burning in the brand name, we now tell our clients that a budget of $150,000 is the minimum budget for visibility."

PARTNERS IN FASHION—*David Altman (left) and Max Stoller check out one of the fashion ads that has made their agency into a $7,000,000 shop.*

The two partners—opposites in temperament and personality—make a harmonious team. Mr. Altman is a raconteur and men's fashion style setter, ready to discuss everything, including the merits of a hole in a bagel. His hobbies include fencing and photography. He lives with his wife Floria and two daughters, Emily, 5, and Dara, 2, in Manhattan. Mrs. Altman is a partner in the law firm of Feitelson & Mayers, specializing in theatrical clients.

■ Mr. Stoller is an authority and collector of fine art, which is evidenced throughout his office. His hobbies are tennis and chess. His wife Jeanne has a finger in all the agency's ads, too, since she is its fashion stylist. Also Manhattanites, they have one daughter, Mara, 18, who is attending Syracuse University. ≠


Want to "go easy" on the cocktails before lunch...?

Perhaps, like so many men and women, you find the ordinary cocktail a bit too strong. What to do? Dubonnet is the delightful answer...discovered long ago by the French. Along the boulevards of Paris, you'll find fashionable people enjoying gentle Dubonnet—straight...on-the-rocks...or with soda. And it costs less than other drinks, too! There's nothing in the world like Dubonnet Aperitif Wine • Product of U.S.A. • Schenley Import Co., N.Y., N.Y.

Crowell-Collier Offers to Buy La Salle University Stock

La Salle Extension University, Chicago, correspondence and resident business school, has advised its stockholders to accept an offer by Crowell-Collier Publishing Co., New York, to acquire the university's stock. Crowell-Collier is seeking to acquire the university through an offer of $1 a share for options to buy the La Salle stock at $15 a share. There are 198,900 La Salle shares outstanding. The publishing company also is said to be considering the possibility of making an offer to exchange La Salle shares for Crowell-Collier stock.

Sunbeam Sets Trade Push for Night Lighter Clock

Sunbeam Corp., Chicago, will launch a trade ad campaign to introduce its new electric wall clock with a built-in night light, the Night Lighter, with a quarter page ad in the June 5 issue of *Electrical Merchandising Week*. Ads are also slated for the June issue of *Mart* and the June 1 and 8 issues of *Home Furnishings Daily*. Plans for a consumer campaign have not yet been finalized. Perrin-Paus Co., Chicago, is the agency.

Du Pont Schedules Push

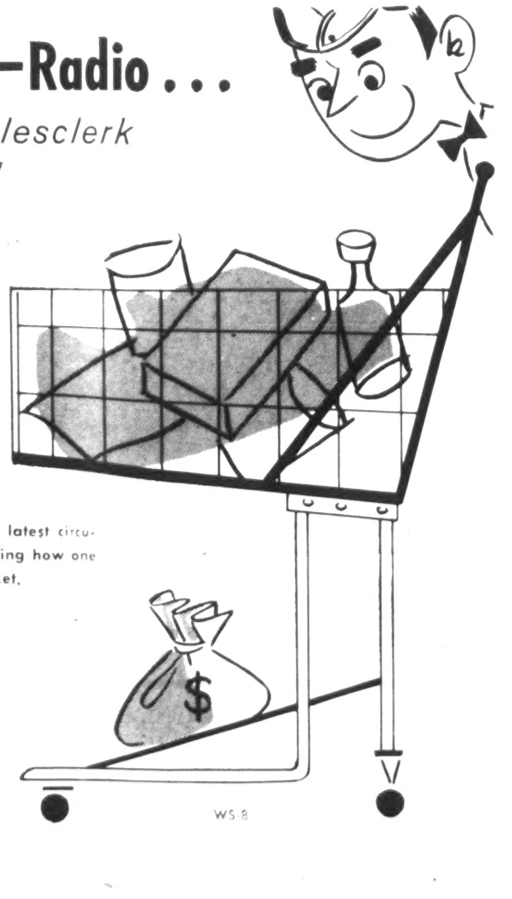
E. I. duPont de Nemours & Co., Wilmington, Del., will use magazines, newspapers, radio, television and outdoor advertising to promote its Zerex anti-freeze and Telar anti-freeze and summer coolant. Du Pont has lowered prices to allow a reduction in the suggested consumer price of Telar from $5 per gallon to $3.95.

Fabro Names Golding

William Golding, formerly director of merchandising of Easy Washer, Chicago, a division of Murray Corp. of America, has been named director of advertising and sales promotion of Fabro, Atlanta, manufacturer of Henny Pen dog food and Switch cat food.

Tea Ads Seen at $5,000,000

Instant tea advertising will be between $5,000,000 and $7,000,000 in the upcoming season, according to *World Coffee & Tea*. The business publication reported that most companies will spend as much as last year or more.


This 1 does it all! WSPD—Radio . . .

today's hardest working salesclerk delivers all the goods in Toledo!

One does it all! WSPD delivers the entire Toledo area market. And what a market of Ohio's big spending families . . . 400,000 of them:

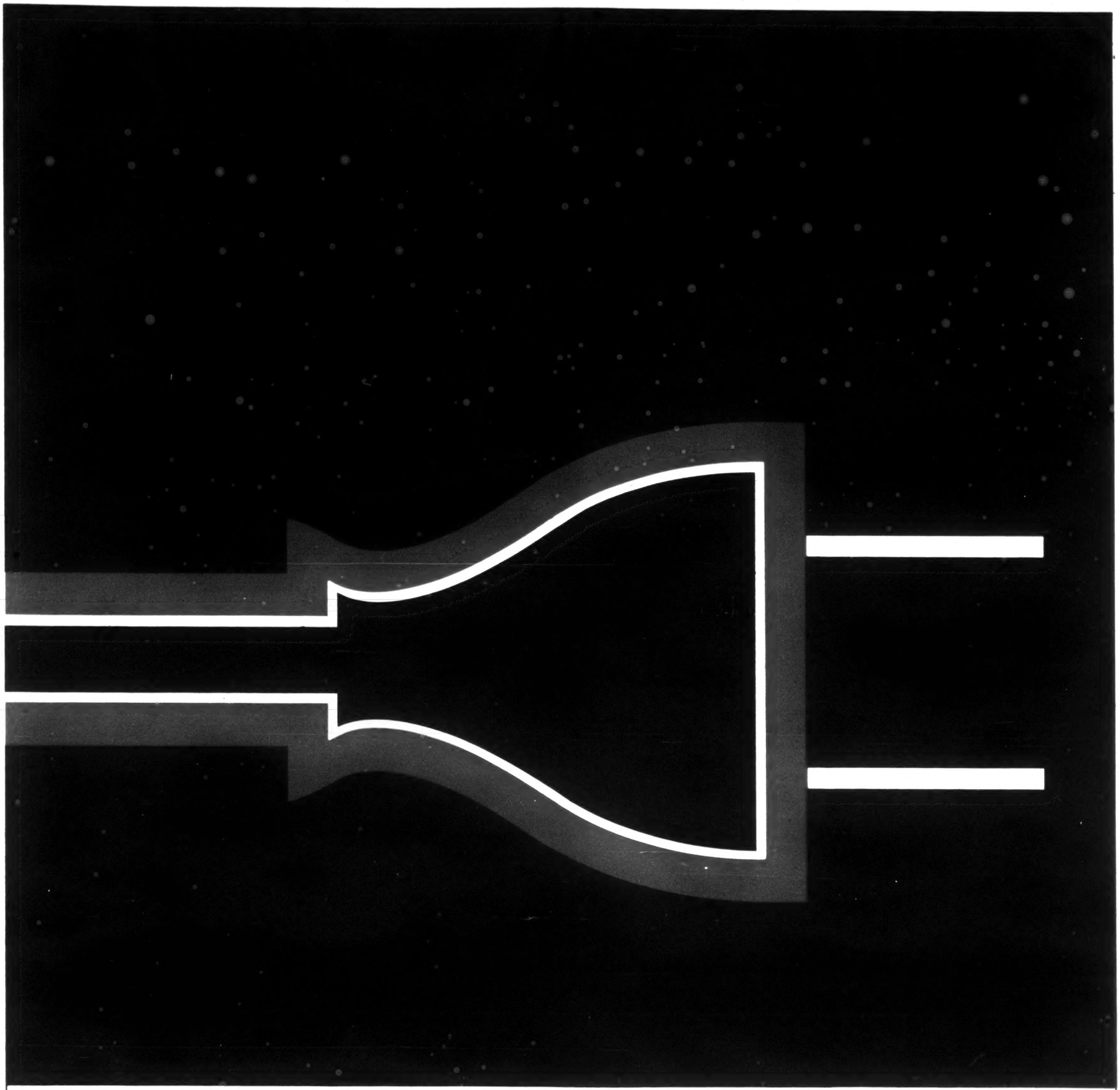
- 1,228,800 customers for your products.
- Total effective consumer buying income of $2,465,996,000.
- Toledo is first in per capita income in Ohio . . . leads all Metropolitan areas of Ohio.
- A whopping big $355,103,000 market for food products.*

And WSPD delivers it all! Your Katz Representative, utilizing the latest circulation figures, will be happy to work out a sample schedule showing how one station — one schedule — one buy delivers the entire Toledo market.

*Data from Sales Management's 1960 Survey of Buying Power

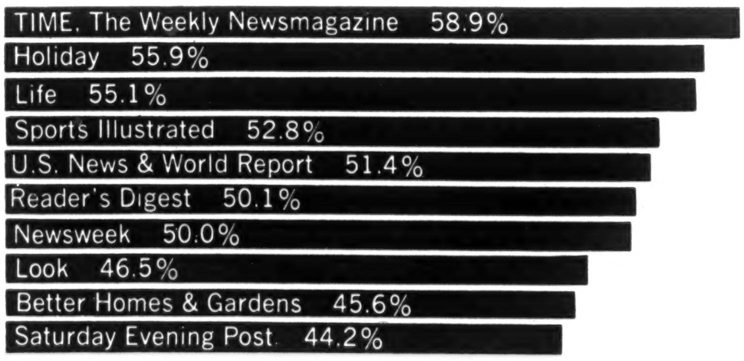
WSPD—Radio NBC • Toledo
a STORER station
National Sales Offices
230 N. Michigan Ave., Chicago 1 • 625 Madison Ave., N. Y. 22

WS-8



TIME is the shape of the appliance & home furnishings market

Circulation concentration in 100 counties for
Furniture, Home Furnishings and Appliance Store Sales



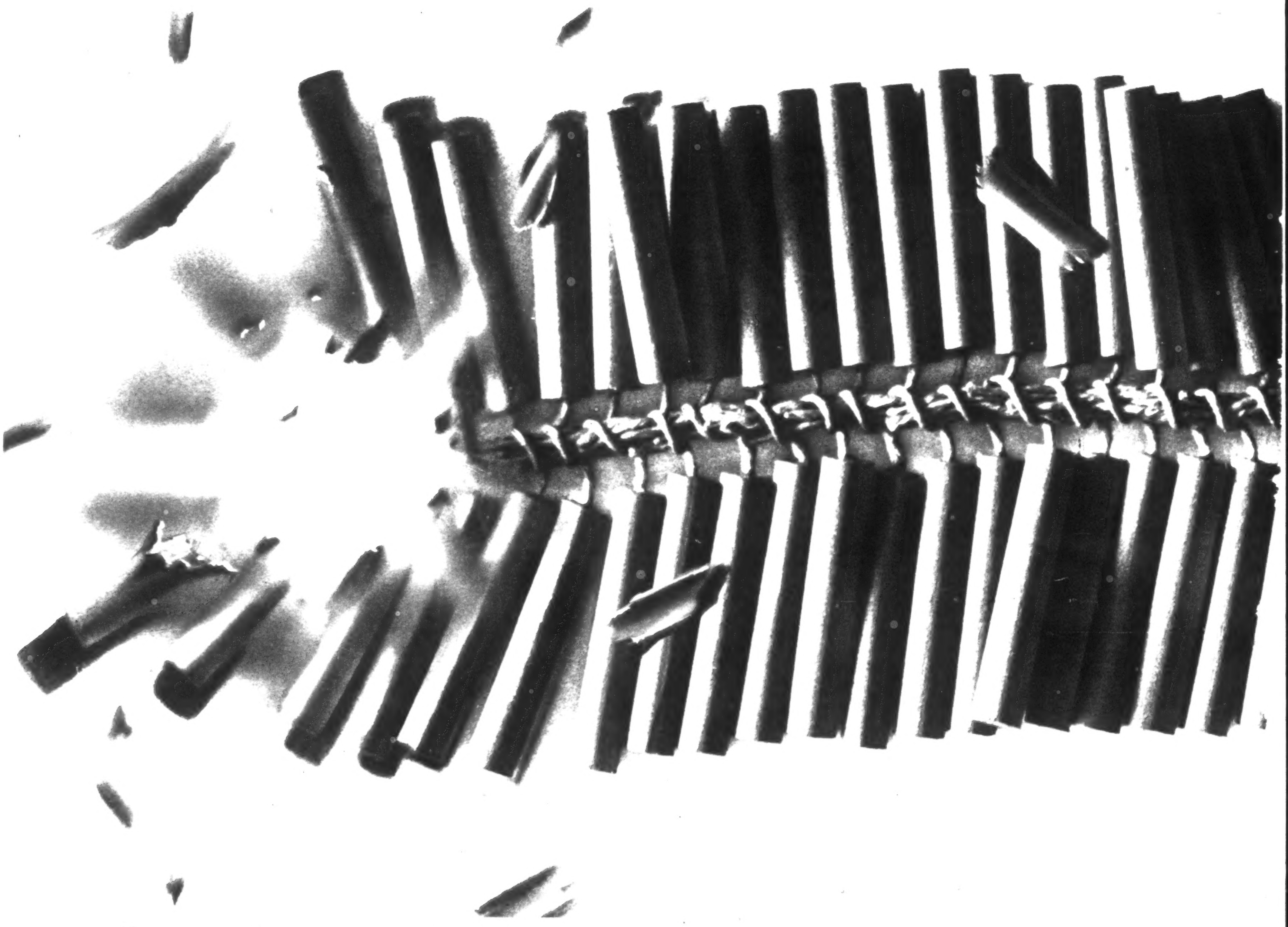
TIME, The Weekly Newsmagazine	58.9%
Holiday	55.9%
Life	55.1%
Sports Illustrated	52.8%
U.S. News & World Report	51.4%
Reader's Digest	50.1%
Newsweek	50.0%
Look	46.5%
Better Homes & Gardens	45.6%
Saturday Evening Post	44.2%

Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

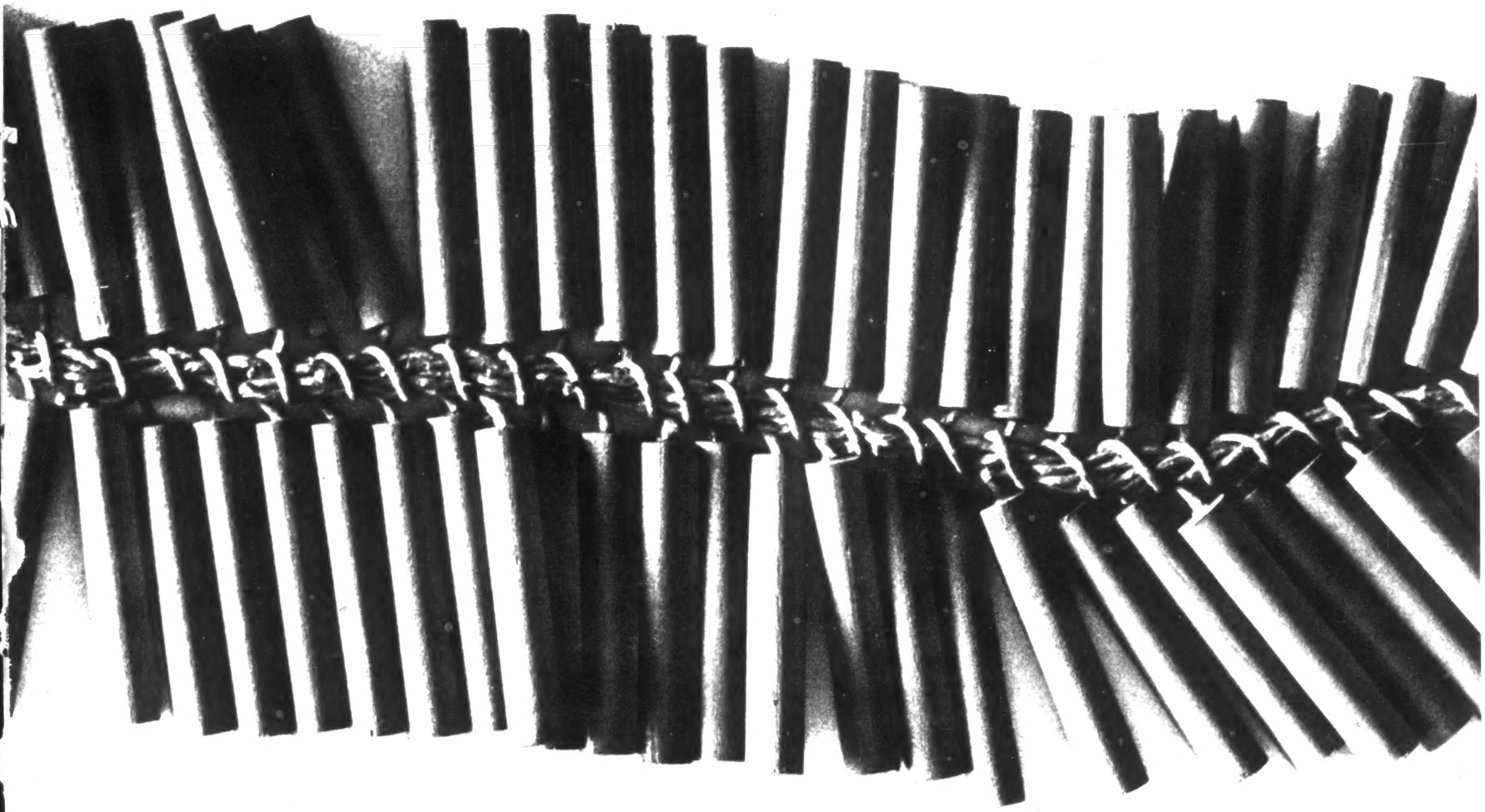
In the 100 U.S. counties where 55.7% of all retail furniture, home furnishings and appliance sales are made, TIME concentrates more of its circulation than does any other magazine of over half a million. 90% of TIME family heads are in business, government or the professions—and the average TIME family income is over $12,000. Here's the market that sets the standards for better living across the country.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES



there is nothing harder to stop than a trend



We so stated when the season got under way. We iterated it as the season continued. And now, with the season nearing its end, we reiterate it: There is nothing harder to stop than the trend of evening audiences toward ABC-TV.*

Reason: ABC's leadership in Sports. (ABC's Wide World of Sports, All-Star Golf, Orange Bowl Game, Bing Crosby Golf Tournament, Fight of the Week, NCAA Football, Pro Football & College Basketball.)

Reason: ABC's leadership in action adventure entertainment. (The Untouchables, 77 Sunset Strip, Maverick, Naked City.)

Reason: ABC's leadership in comedy, cartoon shows. (My Three Sons, The Flintstones.)

Reason: ABC's facing of the issues of the day. (ABC-TV News Final, The Winston Churchill series, Close-Up!, Expedition!)

The result: Where people can choose, in the largest 3-network competitive area measured by Nielsen,* ABC is No. 1 in evening audience.

Look at the up-looking chart at the right.

ABC Television Network

NETWORK	24 measured weeks 3-net share Oct. 24, 1960 – Apr. 16, 1961
ABC-TV	37%
NET Y	34%
NET Z	29%

*Source: National Nielsen 50 Markets TV Reports, Average Audience, October 24, 1960 through April 16, 1961. Sunday, 6:30 to 11 PM, Monday through Saturday, 7:30 to 11 PM.

Steinlauf Names Wise

Malcolm Steinlauf Inc., Los Angeles agency, has appointed George Wise Jr. director of merchandising. For the past two years, Mr. Wise has maintained a consulting service in Southern California.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

MISS APRIL SHOWERS—*It's June, a time for flowers, but Nordis Stromsheim figures anything can still happen at the bar of Kenny's Steak Pub, where she's perched with a product of the Umbrella Manufacturers Assn. The press release says she's calling attention to new umbrella styles.*

Chrysler May Spend as Much in TV Next Year—or Maybe $15,000,000 Less

No Replacements Found for Big Shows, but Spots, Specials May Add Up

DETROIT, May 31—Centralization of all Chrysler Corp. network tv activities, which was several months in the planning stage, now appears to be completed, and the new setup indicates a cutback of up to $15,000,000 in Chrysler tv ad spending.

The consolidation at the corporate level leaves Chrysler's volume sales divisions, Plymouth and Dodge, without full-scale network plans for the coming season. It also means that N. W. Ayer & Son, the Plymouth agency, stands to lose an estimated $8,000,000 in billings, and that Batten, Barton, Durstine & Osborn, Dodge's agency, may be out an estimated $7,250,000 in billings (AA, May 22).

The figures represent the cost to Plymouth of the Garry Moore show on CBS and the cost to Dodge of the Lawrence Welk show on ABC. Neither Plymouth nor Dodge is renewing sponsorship, and it now appears certain that neither show will have a replacement.

Chrysler's only network tv scheduled for the fall season is the NBC sports package, including the World Series, which the corporation will split with Gillette Safety Razor Co. (AA, March 27). Leo Burnett Co., the corporate agency, will handle this.

■ First indications of the consolidation came when Dodge dropped the Welk show earlier this year (AA, Feb. 20). At the time, a division spokesman said that Dodge was looking for something to appeal to the younger car buyers, and something that would not require a long-term contract. At that time, the door seemed to be open for a full-size replacement show.

Then, Plymouth announced that Garry Moore would not be renewed in the fall (AA, April 24). By this time, it seemed certain that there would be no replacements—in fact, Ayer was not even looking for a new show.

The clincher came when James Blair, broadcast man on the Plymouth account, was cut loose by Ayer's Detroit office just two weeks ago.

Although Ayer still is equipped to handle Plymouth's tv requirements, it seems obvious that a full-time broadcast department will not be necessary in the Detroit office.

■ Both Plymouth and Dodge will have some representation on the networks next fall. They, along with the Chrysler and Imperial division, will participate in the sports package.

Plymouth and Dodge also are expected to use spot tv and network participations on a heavy basis next fall and early winter.

Chrysler still might purchase another show through Burnett, although a company spokesman told ADVERTISING AGE that a suitable tv package for the fall has not been found. And if Chrysler does find a "suitable package," it is doubtful if Burnett would pick up much in additional tv billings.

Richard E. Forbes, director of advertising for the corporation, said that corporate expenditures only for television next year will be "about the same" as this season.

Chrysler sponsored several Fred Astaire spectaculars during the past season. A spokesman said there may be a few specials coming up in the fall to add to the World Series exposure, just after the new car announcements.

■ W. D. Moore, director of advertising for Dodge division, said Dodge wants flexibility next season, and not a 52-week contract. "We'll be on tv," he said, "but at least we'll spend when we want to spend." Mr. Moore indicated that Dodge might go for a heavy spot campaign in the fall and winter, and then "get the heck off tv." And when the year ends, he said, "we might add everything up and find that we spent more."

Plymouth, in addition to sponsoring part of Garry Moore, also shared the ill-fated "Mr. Garlund" last winter on CBS-TV. ≠

Wagner Teams with Gordon

Morton J. Wagner Associates, San Francisco, the company Mr. Wagner formed when he resigned as exec vp of the Bartell Family Radio Group some time ago, has affiliated with Gordon Broadcasting Co. Mr. Wagner, who will continue his own plans to purchase stations for his company, will be exec vp and managing director of the Gordon stations, which include KQBY, San Francisco; KSDO, San Diego; and KBUZ, Phoenix. Mr. Wagner will make his headquarters at KQBY. He said the broadcast acquisitions of Wagner Associates will become part of the Gordon Group for "operational supervision and national promotion."

Holmes & Associates Adds One

Great Western Foods Co., Fort Worth, has appointed Jack T. Holmes & Associates to handle its Ranch Style beans products division. New markets will be opened in the South and Midwest, and plans call for national distribution of Ranch Style beans by 1964. Fuller & Smith & Ross is the previous agency. Holmes also has named Stanley F. Nelson copy and plans chief. He previously had worked for the agency as copy chief.

Fearon Joins Friedlich

Robert A. Fearon, formerly creative director of Time-Life International, has joined Bruce Friedlich & Co., New York, as a vp. Now in its second year, the Friedlich agency reports billings currently in excess of $1,000,000.

Trans-World Names Werzel

Trans-World Publishing Co., Cleveland, has appointed Albert C. Werzel director of marketing services. Mr. Werzel was formerly an account executive of Duffy, McClure & Wilder, Cleveland.

Garner, Datascope to Balsam

T. H. Garner Co., Claremont, Cal., manufacturer of precision glass parts for the electronics industry, and Datascope Corp., Culver City, Cal., manufacturer of digital display readouts for computers and instruments, have appointed Balsam Advertising, Pasadena, to handle their advertising.

Robertshaw Boosts Post

Frank H. Post, vp and general manager of Robertshaw-Fulton Co.'s thermostat division in western Pennsylvania, will move to Richmond, Va., on or about June 15 as vp of marketing of the company. He will organize a new national sales organization to market several new lines.

Shapiro Adds to Staff

Alan M. Shapiro Advertising, Philadelphia, has named Roberta Weinberg director of creative services and Sandra Seeligsohn pr director. Both were formerly with the radio and tv division of Triangle Publications, Philadelphia.

Frequency and Bulk Discounts Available July 1

in the Remarkable
ROCKFORD
Newspapers

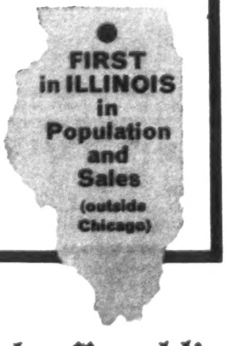
FREQUENCY AND BULK DISCOUNTS
(effective July 1, 1961)

	12 Weeks in 13 Weeks	24 Weeks in 26 Weeks	36 Weeks In 39 Weeks
300 lines	4%	6%	8%
600 lines	5%	7%	9%
1,000 lines	6%	8%	10%
1,500 lines	7%	10%	12%
2,408 lines	8%	12%	14%
Page	9%	14%	16%

	48 Weeks In 52 Weeks
300 lines	10%
600 lines	11%
1,000 lines	12%
1,500 lines	14%
2,408 lines	16%
Page	18%

BULK DISCOUNTS

2,500 lines	3%
5,000 lines	5%
10,000 lines	7%
25,000 lines	9%
50,000 lines	11%
75,000 lines	13%
100,000 lines	15%



ROCKFORD
MORNING STAR & Register-Republic

COMPLETE
COVERAGE
OF ALL U.S.
DOCTORS

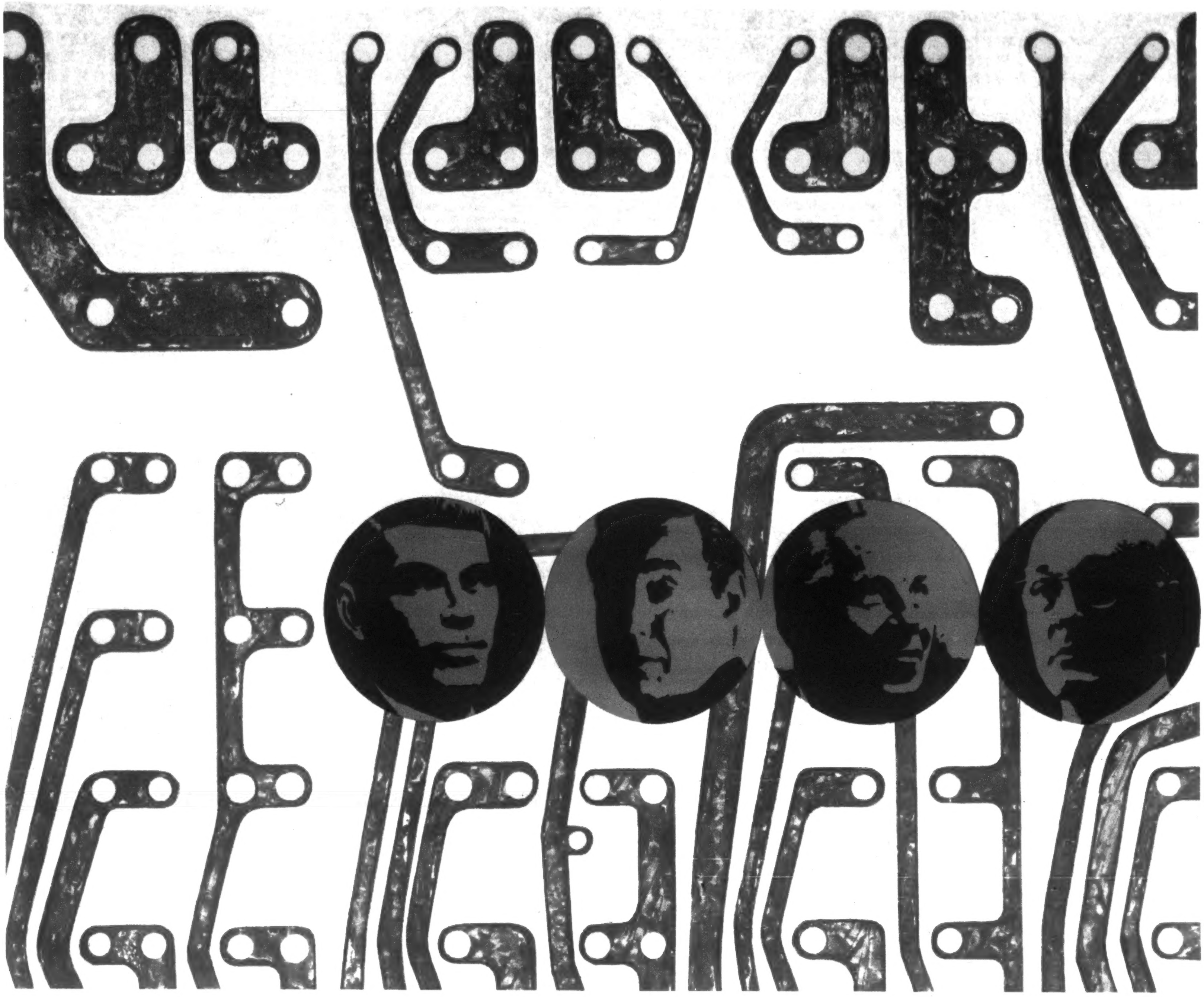
MODERN MEDICINE is the one publication that covers the entire medical market and puts your product story in the hands of every practicing physician in the U.S.

MODERN MEDICINE's circulation is 188,910. It reaches 61,588 general practitioners, 105,405 specialists, 12,048 osteopaths in states allowing unrestricted practice, plus medical libraries, institutions, medical schools, interns, and others.

SELL THE DOCTOR WHEN HIS MIND IS ON MEDICINE!

MODERN MEDICINE
84 South 10th Street, Minneapolis 3, Minnesota
Every Other Monday

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Medecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

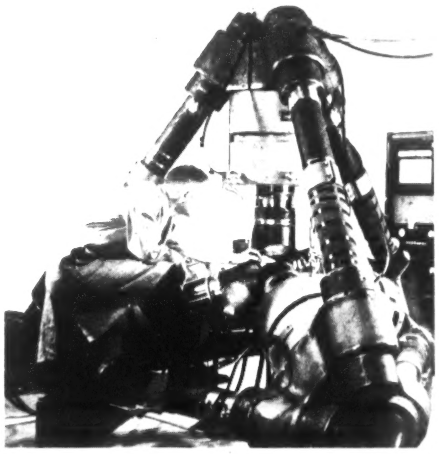


electronics *sells the engineering team...*

electronics

...in Research *Design*

Production *and Management*



KEEP YOUR EYE ON THE BOX SCORE!
Circulation: 52,286
Editorial: 3,487 pages in 1960
electronics Buyers' Guide: 648 advertisers make 53rd issue of **electronics** (EBG) the "electronics Social Register."
Costs: $980 a page (13 time rate, B&W)

As any electronics manufacturer will tell you, in the electronics market you must sell a buying team. This is the big difference! Engineering trained electronics men work in research, design, production or management. The electronics man may wear one, two, three or four hats, working in any or in all of the four areas. And **electronics** is edited to interest and influence the electronics man. Like manufacturers' salesmen, your advertising in **electronics** sells the buying team. Works harder. Sets up more sales. Effectively penetrates today's fast-changing, highly competitive electronic market.

0 23

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd St., New York 36, N. Y.

America's largest magazine

(a Sunday magazine)

reaches at least half

of all families in

counties doing 18% of

total U.S. retail sales.

But add PARADE and the 18% jumps to

43%

Advertising Age

Feature Section

Weiss Pops 'Typical Woman' Myth

Butler Reviews New Type Faces

Creative Man Spots Two Ad Trends

Bedell Decries Ad's Unmanly Men

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Agencies Ask Us . . .

Should Agencies Watch Advertising Results?

By Kenneth Groesbeck
Advertising Agency Consultant

One would think the answer would be obvious, but evidently this is not the case. For many agency people ask if it is more important to emphasize visibility, or beauty, or unusual character. To all of them we must answer that what an advertising practitioner should be interested in is not these means to an end, but whether or not the advertising accomplishes what it was meant to do. Seldom it is immediate sales, except in the case of mail order or direct mail. Usually it is the pre-conditioning which leads eventually to sales, when all the other causes of the sale shall have had time to function.

Kenneth Groesbeck

If this vague uncertainty is true, advertising agencies should be very much interested whenever any immediate results or indications can be found to enable them to substitute facts for hunches.

We move at best in an operation whose aims are far off, in both time and place. Our work is only part of the impelling cause. While it is natural, then, for us to prefer building something we can see and appraise, such as beauty, ingenuity and impact, we must see these things for what they are, and keep on looking for the realities of results.

This is an old story to mail-order experts. But it seems very hard to believe to people who practice so-called general advertising.

■ Whenever you see coupons or buried offers or key numbers in printed advertising, you are looking at the work of someone who is watching for results.

That wise and far-sighted company, Campbell Soup, is an old hand at hunting for clues to results. Years ago, when with Ruthrauff & Ryan I had the privilege of doing their Franco American spaghetti magazine campaign for them, we offered a recipe book free and kept careful count of the costs per inquiry. While these would vary by magazines, the collective costs from several magazines gave us what we were after—the effectiveness of the individual advertisement.

It was from such record keeping that we learned the "new idea" of a black silhouette of people was only half as effective as realistic photographs. We all thought we had something unusual which would pull its head off in this new treatment—until the cost per inquiry figures began to come in. That new idea advertisement got yanked out of the campaign faster than a losing pitcher.

Where had we gone wrong? We researched further to find out. The client, the art director, and myself were guilty of sophisticated thinking, which went far astray in attempting to reach the mind of the average woman. To us, the silhouetted figures of the wife cooking an appetizing dish for the appreciative husband were striking, unusual, sure to attract attention. To the woman in the home, however, these were not people at all. The photographs we had been using, were. Probably we would have been guilty of a similar error although to a lesser degree, if we had used attractive paintings. All that mattered to the woman in the home, looking at our advertisement, was the question "Is this woman me?" If yes, she would listen. If no, we were out of luck.

■ Our newest medium, television, can be used in such a way as to indicate comparative effectiveness of varying appeals. Perhaps it is more difficult than with printed advertising? One doesn't spot too much keyed stuff on the screen. Could it be laziness on the part of our agencies? Or is the medium so dramatic that we feel impelled to put on an act in it?

One new thing we encountered recently, for what it may be worth, is saturation. We had been doing, for five years, a keyed magazine campaign on a high priced camera.

Starting with an inquiry cost of around $2, that figure rose steadily through the first year to $4.60, dropped in the beginning of the second year but rose finally to $6.43 at the year end, began the third year at $8.25 and ended the year ignominiously at $14.76. During those first three years, over 28,000 replies were recorded and worried over, so it was a sizable sample for so expensive an item.

■ We say saturation was what we were struggling with, for want of a better excuse for our rising inquiry costs. The magazines were the same throughout. Perhaps the market was changing, this period covering, as it did, the influx of imported cameras at low prices. Or maybe we were running out of ideas. Anyhow, the situation points up, in an interesting way, how difficult it is to assign causes when there are many of them operating to cause one result.

A good many agency friends who responded to letters offering my 5-2-3-2-3 chart for $10 have asked if we kept track of the results and their costs, just as an interesting direct mail operation. (In case you are feeling suspicious, this material is no longer available.)

Answer is, yes. To summarize, we wrote 1,379 agencies all over the country, and received 217 orders, or 16% results. After examining the material, two agencies (not included in the 217), took advantage of the money back guarantee. Costs, not including my time, were $498, profit, $1,672.

Procedure was to cover the list in alphabetical sections, feeling our way on the effectiveness of the letters used, of which there were five in all, starting with a first mailing of 96, pulling 11%, followed by mailings to additional names totalling respectively 92; 291; 514, and 386 agencies. With practice, we finally got our percentage up to 21% on the fifth mailing.

These actual case histories of results watched and profited by, in planning subsequent advertising, can be duplicated in the experience of any good advertising man or woman. I am writing about them only to point up the fact that the better we are, the more we need guidance in our advertising planning and preparation. All too frequently, we are forced to rely on judgment and experience alone, and we all know how often these otherwise reliable abilities fall short of solving problems so difficult and evasive as those of advertising. The wiser we are, the more slowly we go; the more we rely on trial and error; the more we test first, before we act. That, of course, is what we mean by agencies watching results. #

How Du Pont Explains Advertising to Its Employe Family

The March-April issue of "Better Living," employe magazine of E. I. duPont de Nemours & Co., contained a six-page article discussing advertising and the consumer, called "Do You Need a Guardian?"

Because it presents the role of advertising in our society in non-technical terms, and personalizes the material to fit Du Pont employes, and because in our opinion it represents a better job of telling the advertising story than most efforts by advertising men, Advertising Age secured the original plates from "Better Living," and reproduces the six-page article, exactly as it appeared originally, starting on Page 62 of this issue. We consider it important reading for everyone in advertising.

Salesense in Advertising . . .

The True Objective of Advertising

By James D. Woolf
Advertising Consultant

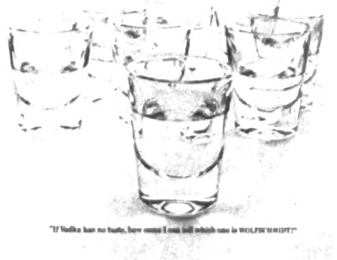
If originality is the acid test of an effective advertisement, then the Wolfschmidt page, shown here, should be awarded the blue ribbon.

Beyond any question this ad is original, unique, clever, dissimilar, novel, unprecedented, as different as chalk is from cheese. I have never seen anything quite like it.

James D. Woolf

But *is* originality the test of a good advertisement? Is a different ad necessarily a persuasive ad merely because it is different? This I doubt. Some of the best campaigns running today—Campbell's soup, for example, or Kraft Foods—are designed along conventional lines. In fact, most of the effective campaigns running today in the good magazines can make little claim to eye-popping originality.

The true objective of advertising is not that of entertaining the public with "clever" ideas. The objective is that of presenting your product in terms of consumer benefits. "Buy my product," says the persuasive ad, "because it will please you in these specific ways."



The Wolfschmidt ad promises no specific consumer benefit; it promises nothing. "If vodka has no taste," asks the copy, "how come I can tell which one is Wolfschmidt?" The obvious answer would seem to be, of course, that you can't. If it's true that vodka has no taste—well, that's that; all brands are equally tasteless, hence similar in taste appeal. This ad, in my judgment, is pretty close to being meaningless and silly.

This ad would seem to be the result of a desperate attempt to be "original," the most dangerous word, according to Rosser Reeves, in advertising. It violates nearly every sound principle of effective advertising. #

Tips for the Production Man . . .

Some New Arrivals for the Composing Room

By Kenneth B. Butler

All's right with the world again. Just as we were beginning to wonder if American Type Founders would ever produce a new typeface (I discount Univers which, after all, is merely being handled by ATF for the fine French foundry, Deberny & Peignot), along comes a brightly colored folder announcing the birth of Craw Clarendon Condensed.

The new face is appropriately named. That is to say, it was designed by Freeman Craw, and looks for all the world like a condensed version of Craw Clarendon. It is a no-nonsense face, quite black and with a good character count, which would seem destined to see most of its activity in advertising rather than editorial display. Welcome to the world, Craw Clarendon Condensed, and many happy returns of the day, ATF!

Somewhat cautiously, ATF has also reissued "for a limited time" an old, old favorite of mine, Caslon Antique, possibly in the hope that some alert typographers would recognize its eminent suitability for use during this year of the Civil War Centennial. There are, you know, some typefaces which are so descriptive in design that they virtually eliminate the need for accompanying illustration; this is one of them. Caslon Antique, by the way, does have an italic companion, and is available in sizes up to 48 point. Let's hope that sales are sufficiently favorable to entice the manufacturer to bring out some of the other old gems now stored away in the attic.

Antique typefaces are the featured item at Typefounders, P.O. Box 11313, Phoenix 17, Ariz. Four quite recent additions to Charles Broad's stock are Mandarin, Thunderbird, Southern Cross, and Mikita. All are flavorful; Mandarin and Mikita have an Oriental quality; Thunderbird and Southern Cross are nostalgic in feeling.

Newly available for owners of Intertype Fotosetters is a font traveling under the name of Laurel and looking like a twin to Caledonia and Baskerville. Since the latter two faces are very much in demand for body composition, it should not require a crystal ball to predict a similar success for Laurel, which, by the way, is available in Roman and italic, bold and bold italic.

The Grotesques continue to dominate both editorial and advertising display, and, as a result, most manufacturers of Grotesques (under whatever name) are gradually expanding their respective families. Frankly, I have great difficulty distinguishing one Grotesque family from another, although no doubt there are subtle differences over which the more ardent typophiles could argue for hours.

Be that as it may, Bauer has released an extended medium italic version of its Folio, and Ludlow has issued an extended and bold extended in its Record Gothic series.

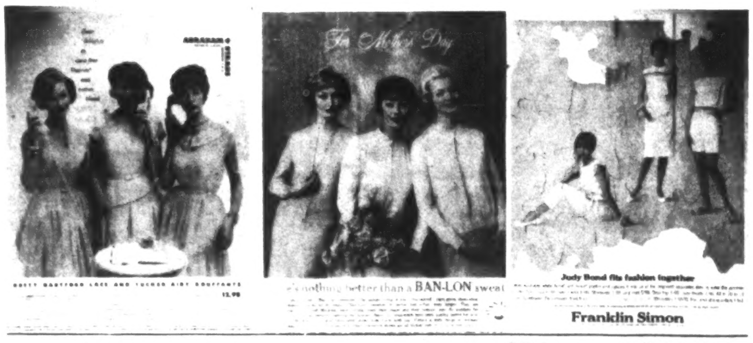
The first six members of the Univers family have now made the journey across from Paris, and are beginning to show up at some of the major typesetting houses. Caution: Members of the Univers family are identified by numeral rather than by weight and thickness; don't display your gaucherie by specifying Univers light condensed when you should be asking for Univers 47! =

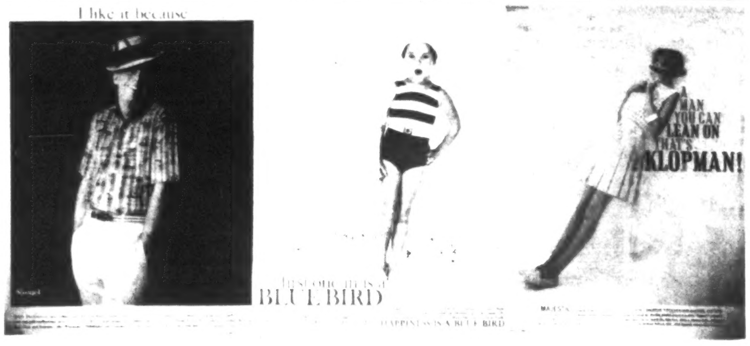
Sports Equipment
CASLON ANTIQUE IS
an Old-Style Type Face That
LARGE CROWD VIEWED
Annual Veiled Prophet Parade
MANDARIN BCDFGH
THUNDER $
SOUTHERN CROSS ABCD$12
MIKITA ABCDE£$12
NERO FIDDLED
Folio Medium Extended
Plant to open floor
Shops make or all
the first 6 of a series
of 21 new UNIVERS type

CURRENTLY AVAILABLE *from various type manufacturers are, from top to bottom, Craw Clarendon condensed, Caslon Antique and Caslon Antique italic, Mandarin, Thunderbird, Southern Cross, Mikita, Fotosetter Laurel, Folio medium extended italic, Record Gothic extended and bold extended, and Univers 66.*

The Creative Man's Corner . . .

Two Trends


For Mother's Day
...nothing better than a BAN-LON sweat
Judy Bond fits fashion together
Franklin Simon


I like it because
BLUE BIRD
HAPPINESS IS A BLUE BIRD
A MAN YOU CAN LEAN ON THAT'S KLOPMAN!

As any constant reader of this column is aware, we like to spot trends—when possible. And this week we feel we've spotted not just one new trend, but two. Both we came upon in a recent issue of *The New York Times Magazine*. Both are in the fashion field.

The one we might call the "lean to"—since, in the illustration, the model is inclined either to right or left. Why, we can't quite fathom. However, if anybody is to be credited with starting this trend, we're confident it must be Klopman—which has been inclining its models at a 45 degree angle for, lo, these many months.

The other trend we noticed might be called the "three little maids." Here the illustration consists of not just one model or not just two, but *three*—with one model occasionally repeated twice. This device may possibly have grown out of the theory that, if two are better than one, three are better than two. Or it may have come from the feeling that the advertiser must recognize that females come in blonde, dark and red hair.

Anyway, here are two of the latest trends. Go thou and do likewise. =

On the Merchandising Front . . .

Where Is That 'Typical' Woman?

By E. B. Weiss

E. B. Weiss

By precise count, over the last two years I have listened to no less than five—yes *five*—talks about the "typical" modern American woman or feminine shopper. These talks have been by women associated in various capacities with advertising agencies and with women's service magazines.

Now I know that simple chivalry dictates that I should acknowledge the utter wisdom of these observations. Moreover, plain common sense dictates that mere man is never entitled to an opinion about women—not even about women who talk about women!

But I've had it. I just can't take any more!

I don't know how many adult women have been counted by the U.S. Census Bureau. But I am sure the total is high enough up in the millions to make it utterly ridiculous to assume that there is any such creature as a *typical* or *average* woman. There is no typical or average *man*, and since women (hear, hear) present an infinitely larger variety of individual characteristics than do men it is hardly possible to force all adult women into a single mould (or all teen agers for that matter).

Yet these feminine painters of their sex have no hesitancy, no inhibitions about stepping up to the rostrum and painting a picture of the "typical" feminine shopper. "She" does this, and "she" does that. "She" buys this, and "she" won't buy that. "She won't have this, and "she" insists upon that. "She" objects to such-and-so in advertising and just adores this-and-that in advertising.

Again by precise count, I have heard no less than 31 characteristics of the "typical" American woman (now called the "frontierswoman") in her shopping, in her home, in her social and civic functions.

Let's look at a few:

- She is rarely home—yet she does all the cooking, cleaning and sewing.
- She has no time because she is so devoted to her family—but she reads every new book, all the magazines (especially the magazine represented by the feminine speaker), and she takes adult educational courses.
- She also finds time for golf, boating, gardening, gin rummy—and she can do a better job of house painting than her spouse.
- She is up at six every morning—but she keeps going until the wee hours (the late, late show is her specialty).
- She just adores shopping—she *never* is the one to tighten the family's purse strings—she buys for the family, even for Pop, before she even thinks of buying for herself.
- And she never smells perfume with her mouth closed or her eyes open.
- She is so extraordinarily smart, don't even *think* you can fool her (Dame Fashion—in the person of male couturiers—does it all the time).
- She finds it necessary to instruct not only junior but also senior in the birds and the bees—she is clearly modern in every aspect, yet most circumspect nonetheless.
- She doesn't like ad illustrations that show her to be dowdy when doing housework—but she rages when she is shown dusting in a formal gown.
- She doesn't dress to please men—she doesn't dress to please other women—and she doesn't dress selfishly to please herself. (That leaves me a bit bewildered why she bothers to dress at all!)

■ I could go on—as do some of these feminine authorities on vive la difference. But I'm sure that this time E.B.W. has dared too much—and that all hell is about to break around his few remaining white locks. If he's wise—he'll quit.

But heck—let's throw the final bit of caution to the winds.

There *is no such thing* as the typical or average woman—there *never was* a typical or average woman—and there *never will be*.

And if all feminine executives who specialize in this type of business address refuse to share a speaking platform with me from now until all eternity—why I surely deserve to be ostracized. =

Keith Morris can help you in your business

Advertising in Sports Illustrated appears in the company of some of the most exciting and colorful editorial material in the world of magazines.

But more than that, this editorial material has won for Sports Illustrated's advertising pages probably the most active of all magazine markets—the kind of well-to-do, energetic, sophisticated families who simply wouldn't be reading a magazine like SI unless they were active.

What else does an advertising medium have to do?

That's where Keith Morris comes in. Mr. Morris is Director of Special Events for Sports Illustrated. He is a promotion man who believes that the sports stars who are the essence of SI's pages are well able to step out of those pages and contribute to an advertiser's total marketing effort.

And so, by Morris' magic, they do, as literally hundreds of advertising and sales managers attest.

For example, the four golfers shown here with him, Jerry Barber, Cary Middlecoff, Arnold Palmer and Bob Rosburg, all came to a clinic sponsored in Akron last year by the Enjay Chemical Corporation, just before the PGA . . . Ted Williams is showing Keith (and a Sports Festival crowd at Jordan-Marsh in Miami) the fine points of fly-casting . . . Frank Gifford speaks at a Toiletry Merchandisers Convention, courtesy of Bristol-Myers.

Dick Groat took time off from spring training to appear at a Warner-Lambert meeting in Florida . . . The sales staff of Gabriel Shock Absorbers all recently received a promotion letter from Warren Spahn . . . Union Central Life Salesmen met and spoke to Red Grange . . . and the Lee Hat sales force heard Chuck Bednarik and Jimmy Brown . . . Right after the opener in Washington, five members of the new Senators exchanged their uniforms for tuxedos and greeted customers of Washington's Evening Shop in person, courtesy of After Six . . . Winners in a Hudson's Bay Scotch sales contest had dinner with Norm Van Brocklin . . . The Valdosta Country Club actually won Arnold Palmer for a day, in a Campbell's Soup-on-the-Rocks promotion contest.

This cast of thousands is one sure way to illuminate your next sales meeting or spark your next promotion. These athletes are hard-working, good-looking and personable. The girls—Florence Chadwick, Barbara Romack, Pat McCormick, to name just three—belie whatever you may have thought about women athletes being monosyllabic Amazons.

Above all, they all have the competitive instinct, which is also one of the first things you look for in a salesman, a promoter or an advertising medium.

Editorial atmosphere—an active, able-to-buy readership—a merchandising potency second to none—all good reasons why in 1960 only four magazines in the land carried more pages of consumer advertising than did Sports Illustrated.

The Peeled Eye Department . . .

When Admen Feel Rotten, Here's What They Do

By Dick Neff

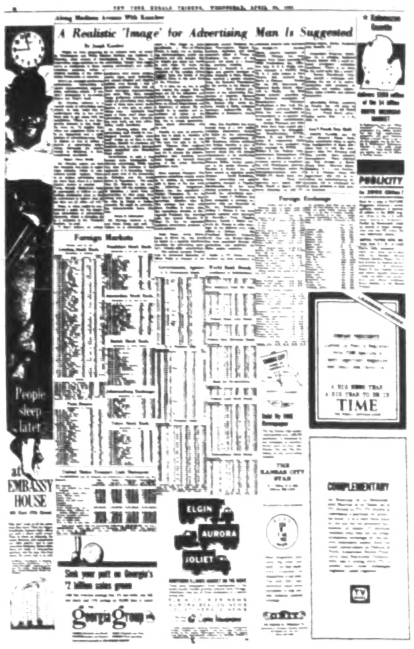
Makeup Man Does It Again

From John Burgoyne of McGraw-Hill, New York:

"I wonder how many other readers of Joseph Kaselow's column in the April 26 *New York Herald Tribune* thought that the chap wearing the bowler and grin (in bed at 8:58, yet!) in the left-hand column, was someone's suggestion for 'a realistic image' of the advertising man?

"Actually, it's a very unrealistic picture. Most admen we know who wear bowlers are Big Expense Account types, and everyone knows they've learned how to sleep standing up."

Dick Neff



A Realistic 'Image' for Advertising Man Is Suggested

Real Real Isms in Advertising

Speaking of realism, we've heard a lot of interesting comments about Rosser Reeves' book, "Realism in Advertising," but the ones that have stuck with us longest are these:

1. "I think it's wonderful! It said a lot of things that needed to be said. It should have been written 25 years ago. In fact, it was!"—Mark Wiseman, author of, among other basic texts, "Anatomy of Advertising," written about 25 years ago.

2. This one is from a highly creative gal whose name we are thoughtfully omitting so that she won't be embarrassed in case she ever wants a job at Bates, which, judging from her comments on their school of advertising, we somehow doubt.

She calmly went through the same book that Reeves did, but instead of extracting pearls of wisdom that corresponded to the Bates philosophy, as Reeves did, she extracted quotes that more nearly expressed her own and had them hand lettered and illustrated, to wit:

> "To attack a rival is never good advertising."
>
> —Claude Hopkins
> "Scientific Advertising"
>
> "'Before and After' ads are follies of the past."
>
> —Claude Hopkins
> "Scientific Advertising"
>
> "There are winning personalities in ads as well as people. Some are refreshing, some are commonplace."
>
> —Claude Hopkins
> "Scientific Advertising"
>
> "Doing admirable things in a different way gives one a great advantage."
>
> —Claude Hopkins
> "Scientific Advertising"

You'll find these thought-provoking quotes on the walls of her office for the edification of Bates school scholars. The cartoon illustrating the last of these quotes, by the way, is even more thought-provoking. It's just a sofa, seen from the rear, with this balloon over it: "Oh-h-h, Hubert!"

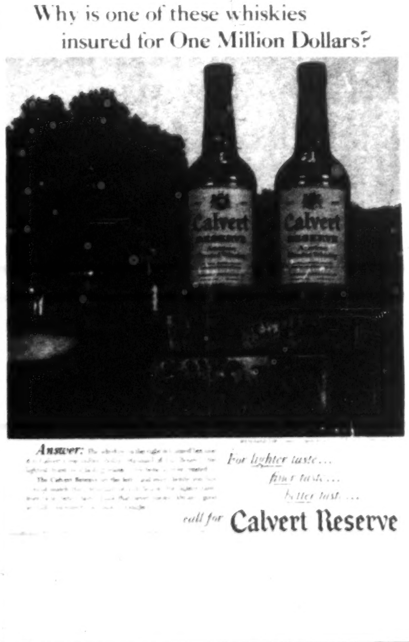
They Laughed When I Put a Coupon in My Ad . . .

A somewhat less widely heralded book on advertising, but one that has stood the test of time for about 30 years, is John Caples' "Tested Advertising Methods," a new edition of which has recently been published.

One chapter is headed, "Twenty-Eight Ways to Get More Inquiries from Your Advertising."

John admits to one omission from this chapter, but the number of responses this method can bring varies widely, depending on the writer:

Get your friends and relatives to respond to the ad.



Clear Heads Get Confused with Calvert

"Why is one of these whiskies insured for *One Million Dollars?*" asks this Calvert Reserve ad.

"The whiskey on the right," the copy obligingly replies, "is insured because it is Calvert's one million dollar 'Standard of Excellence'—the lightest, finest, best-tasting whiskey, we believe, ever created. . . . Every bottle you buy must match this 'Standard of Excellence' . . ."

This puzzles us—but not very much. If every bottle must match this standard, then they must be all alike, so why bother to insure the standard?

We suspect a more accurate answer to the question the headline poses would be: "So we can run ads asking, 'Why is one of these whiskies insured for One Million Dollars'?"

Ad-ecdote Dept.

Here's an ad-ecdote we've been hoarding for well over a year. It was signed, "John L. Eckels, vice-president, creative director, Fuller & Smith & Ross Inc., Pittsburgh."

"Some 17 years ago, as a cub in a small agency," it goes, "I listened to the 30-minute presentation of a *Fortune* rep and, while mightily impressed, pointed out that the client in question simply had no funds left in his budget. 'However,' I told him, 'you're welcome to make a pitch directly.'

"Partial partitions in the client's offices made privacy impossible and, subsequently, a friend in their ad department gave me this report on the outcome.

"The ad manager, disinclined to give time to a futile cause, shunted the gentleman from *Fortune* to an old-timer who was waiting out his pension and had ample leisure. So for half an hour, the rep declaimed, showed charts and finally climaxed his presentation with 'And now that you know our story, sir, how about your order?'

"The old fellow tilted his chair back, considered the proposal in silence for a full minute and then replied, 'All very interesting; very interesting indeed, but I'm afraid the answer's negative. I've already got more goddam magazines around the house than I've got time to read'." #

Learning from the Retail Ads . . .

Damning Advertising with Illustrations

By Clyde Bedell

We have said before in this sacred publication that advertising illustration can do two things—and only two. It can attract attention, and it can aid perception.

In the case of this ad, if the illustration aids perception, it may turn a good many prospects away. Presumably it is for men's clothes—but what kind of men? Since the advertiser is a great metropolitan department store, I would not wish to assume the illustrations are the management's heart's desire.

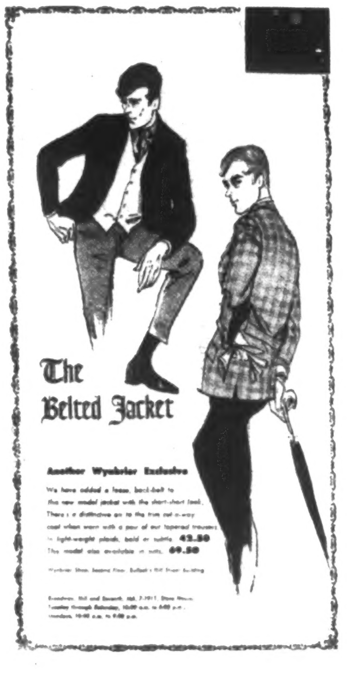
Note the hands, the gloves, the lovely lashes, the heavy hair.

The wise store attempts to fit its stocks, its categories of merchandise, its price-levels, all to suit its general level of trade.

An ad should similiarly appeal to the same level of trade.

Either this ad is astray, or many men will be repelled by it.

Is the almost illegible store sig that had hairy reverse, part of an esoteric message to a special audience? #



Employe Communications . . .

The Safety Story and Visual Aids

By Robert Newcomb and Marg Sammons

The battle within industry to keep men from maiming themselves is endless. That fine, crusading outfit—the National Safety Council—is basically dedicated to getting people to use their heads, and if it were not for the ceaseless efforts of the council there would be fewer heads on fewer shoulders.

Industrial concerns for the most part are conscientious about safety. They don't want accidents in the place, first because they are human enough not to want anyone hurt, and second, because the insurance companies do not look with favor upon companies with bad safety records. The big, largely unanswered question is: How do you keep the average employe safety-minded?

- There are at least two schools of thought: Both schools agree that it is essential to keep talking safety incessantly; one feels that the best persuasive medicine is posters and letters and gentle, continuous reminders; the other feels that you've got to tell the story in gory, grisly detail. Members of the latter school lean toward pictures of fatal accidents and recitals of how unfortunate employes suffered dismemberment because of careless safety practice.

Somewhere between is where the older practitioners in safety honestly think the answer lies. They believe that a poster by itself has no persuasive power; they insist that it must be supported by a sound, consistent safety program. They have grave doubts that a photo of a severed hand will do more than sicken the viewer.

- Recently employes at the north shop of Milwaukee Gas Light Co. experienced exposure to a dramatic and gripping technique of safety conversation. Going on the premise that, for people who can see, the tragedy of blindness is unimaginable, the safety personnel of the company presented a program simulating blindness to emphasize again the importance of safety glasses. Three employes were drafted for the role-playing; each was asked to wear a blindfold that kept him in complete darkness. The program—designed by a man who had lost his own sight—required the three blindfolded subjects to attempt to perform such everyday tasks as lighting a cigaret, choosing matching suit pants and coat, and applying powder to a toothbrush. The success in bringing home the tragedy of blindness was etched in the faces of the three men as they attempted to fulfill their simple assignments. As they listened in darkness, the sightless originator of the program described his lonely world.

Cold statistics, the company itself points out, will tell the final story. In the meantime the program appears to have made a strong impression on all the employes present. There was no tally taken of the moist palms and sober faces, but the count was probably high. At least three men were impressed, and possibly a fourth: The three were the subjects, and the fourth was certainly the blind arranger of the program itself. #

A hangover from the "roaring twenties" is giving Uncle Sam a billion dollar headache!

In a quiet rendezvous two men meet. One hands over a healthy sum of money; the other, several cases of tax-free liquor. Thus, another sale is rung up in the illicit liquor business—a racket that costs Uncle Sam a billion and a half dollars yearly. The *inside* story of modern bootlegging is revealed in a timely feature in the June issue of TRUE—the article itself is a condensation of the new book, "The Purveyors."

But such dramatic fare reveals only one facet of TRUE's appeal to its 7,000,000 readers. They're men who call a spade a spade . . . who relish tales of swashbucklers as well as of savants . . . who pursue CURRENT EVENTS, ACHIEVEMENT, AMERICAN HISTORY, ADVENTURE, SPORTS, GOOD LIVING.

Every copy of TRUE gets an average of 6.2 hours reading time—a total of 12 million hours per issue!

(SINDLINGER & CO., 1961)

Nor does the TRUE man's zeal end here. He reads ads, too—and reacts—with buying power. If your product is of male interest, you'll feel at home in the pages of TRUE.

A FAWCETT PUBLICATION

TRUE

THE WORLD'S LARGEST SELLING, MOST WIDELY READ MAN'S MAGAZINE

© 1961 Fawcett Publications, Inc

How to Explain Advertising's Value to Your Workers

ABUNDANT economy offers shoppers a staggering range of choice, as in rugs viewed by Waynesboro's Jack and Helen Hess. A small but vocal group condemns this "wastefulness," suggests the consumer could use a guardian.

Do You Need a Guardian?

Consumer, this is what they say about you: You are a sucker, a wastrel, a fat cat. Why? Because you bought that new car, that rug for the bedroom, that glow-in-the-dark, self-winding watch. And if you're innocent on those counts, you must plead guilty to some lesser charge: materialism, self-indulgence, pleasure-mindedness. Perhaps you're a victim of forced draft consumerism, and status symbolism, and singing commercialism . . . planned obsolescence and "easy terms." All things considered, perhaps you need a guardian.

Sound familiar? Probably. Such charges have become the most publicized social criticism of our time. Here is the theme: The U.S. consumer has gone awry. He has fallen victim to the siren song of the "good, full life." He overproduces and overconsumes. He wallows in private luxuries while ignoring his nation's basic needs. The critics would have you believe that those who aspire to enlarge the comforts of their lives are guilty of waste.

The symptoms of moral decay, they claim, include tailfins and chrome strips and colored telephones, and neglected, overcrowded schools and roads. The chosen villains are advertising men and marketers, product designers and "unscrupulous" industrialists, and buy-happy consumers who want too much too soon. The suggested remedies are more obscure, but usually take the tagline of "federal controls."

So goes the argument, presented variously in best-selling

THE JARGON OF ANTI-WASTE: A Lexicon of Criticisms, and Some Factual

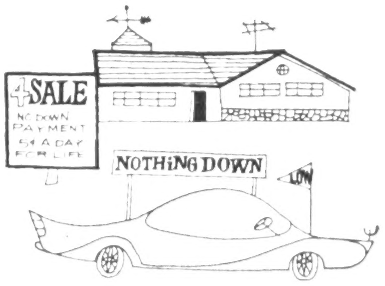
"FORCED DRAFT CONSUMERISM"

The charge: America's ability to produce consumer goods far exceeds its need for them. There is an overabundance of personal possessions, and in order to keep factories busy, industrialists encourage consumers to be gluttonous. Comment: Industrial capacity is geared to and reflects consumer demand, not vice versa. What is gluttony? What is overabundance? No one can say; both are strictly matters of personal opinion.

BUY NOW
BUY
BUY
BUY
BUY
NOW
NOW BUY!
BRAND X
YES
BUY
NOW
YES
Buy

"THE ENGINEERED YES"

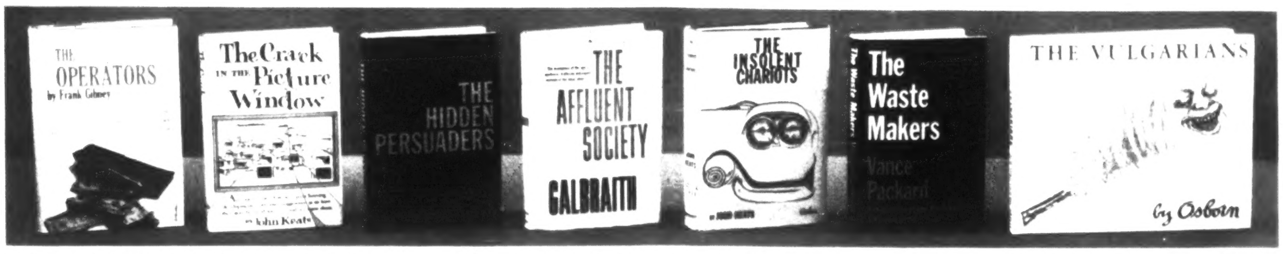
The critics of "waste" dislike advertising, claim it is used to engineer "yes-mindedness" among consumers. Many ads, they say, are cynical, wasteful, serve base purposes, and are destructive to the American character. The critics often forget, it seems, that low-cost products are made possible by high-volume output and mass distribution. Advertising helps make mass distribution possible, thus acts as an aid in keeping prices down.



"THE NEVER-NEVER"

Are Americans slaves of the never-never plan—buy now, pay later, and maybe never-never? Do the so-called advocates of gluttony encourage people to go into debt for useless luxuries? Fact is, that without installment credit most people would never-never own much. Credit is a major bulwark of individual buying power, and the "repayment burden" (currently 13 per cent of disposable consumer income) is within prudent limits.

...How Du Pont Did It



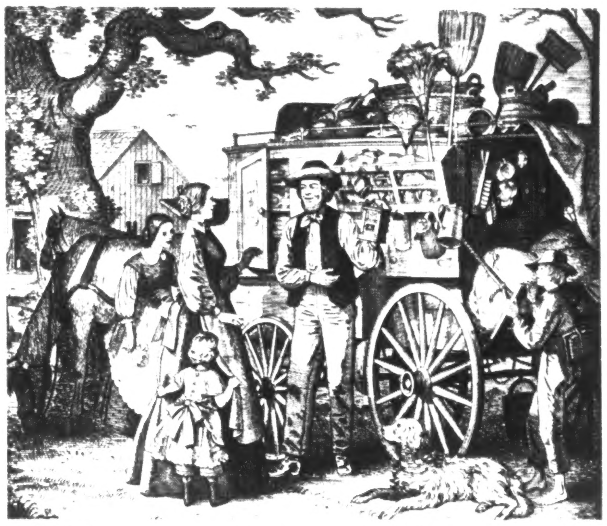
THE ANTI-WASTE BOOKSHELF: ITS AUTHORS FIND MUCH TO CRITICIZE, SUGGEST SOME STRONG AND POSSIBLY FATAL MEDICINES.

books like those above, and echoed across the land. It has stirred a great debate, and even its jargon (see below) has joined our language. It is fruitless to deny that portions of the argument contain a seed of truth. There is, without doubt, a certain amount of waste in American life; a certain amount of fraud and sham. But what is a safe remedy?

The critics hint at many cures. One of them, it seems, would involve a sort of guardianship of the consumer's purse — a kind of Waste Control Squad which would, presumably, save America from itself. But what bureaucratic arbiter would substitute for the sovereign individual? Who would decide how much fin, how much chrome, how much production, and what is "waste" and what is not? There are no answers, and here lies the weakness of the critics' argument.

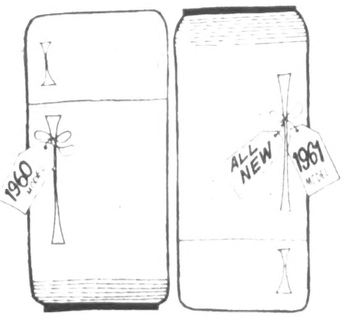
The social critic serves an important function. He can expose corruption, pomposity and deceit. But he need never grapple with the practical consequences of his recommended cures. Many cures for "waste" would limit freedom, and create evils far more sinister than self-indulgence. The critics of tailfins forget this, when they propose controls.

For Du Pont employees, both as consumers and producers, the current debate has great potential consequence. Some of its issues and implications are reviewed on these pages.



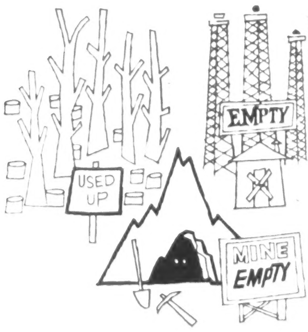
FRONTIER economy, served by the country peddler, is remembered by some as the "good old days." But the old-timers did not agree. They wanted better goods, more of them, set U.S. on road to today's high living standard.

Observations



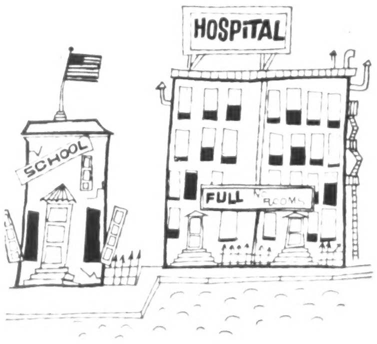
"PLANNED OBSOLESCENCE"

Model changes are criticized as worthless face-lifts, rarely including a genuine product improvement. The real aim, it's claimed, is to make last year's model seem out of date. But the critics ignore the cumulative effect of minor innovations. If a climate of constant change did not exist, we would still have the wringer washer and Model T Ford. They were excellent products, for their time. But who would want them back?



"THE TIN CAN MINE"

Our natural resources, some critics feel, are frittered away on senseless luxuries. They fear that our children may be forced to toil in city dumps, reclaiming old beer cans. In exaggerating the problem, they forget that new materials are being discovered, and that the efficiency of many resources (like farm land) has been increased. Once, the world feared a "whale oil shortage." Then came electricity—end of problem.



"THE PUBLIC POVERTY"

Fallacy: The notion that America is so intent on the pursuit of luxury that it ignores its social needs, such as schools, slum clearance, new hospitals. Fact: Cash outlays for public purposes such as these have been rising at a faster rate than cash outlays for consumer goods. To divert money from private to public purposes would be self-defeating, for private spending results in taxes which are used to meet the public needs.

CONTINUED

On this and the following four pages is an exact reproduction of the six-page article explaining the role of advertising which appeared in the March-April issue of "Better Living," Du Pont employe publication. This excellent sample of explaining advertising from the consumer and employe standpoint is reproduced with the permission of "Better Living" editors.

Do You Need a Guardian? continued

Is Advertising Necessary?

The advertising business is subjected to an almost endless barrage of criticism, including charges that it is "wasteful," "deceitful" and "unnecessary." (A discussion of advertising and its role at Du Pont appears on pages 1-4 of this issue.)

On a recent visit to Waynesboro, Va., BETTER LIVING examined these charges and looked briefly at the role ads played in the buying decisions of Du Pont employees. The upshot was that ads proved not merely helpful, but almost indispensable. Advertising pointed to available merchandise, special sales, product features, price ranges and the location of firms whose services were needed.

CONSOLETTE

MAGAZINE ADS were the basis of comparison used by newly-married Wilson Pitchford in selecting television set best suited to his needs.

BROCHURE describing economy of operation decided Painter John Moses on a Falcon station wagon. He traded a well-used '49 Ford sedan.

Questions For Consumers

The argument that Americans are wasteful is often expressed in a single phrase: "private affluence versus public poverty." This implies that Americans have grown so prosperous, so diverted by the pleasures of an abundant life, that they have lost sight of their social responsibilities.

Is this true? The chart shown at right gives a significant answer. In the last decade, non-defense government spending (for schools, roads, health, slum clearance, etc.) increased 116 per cent. Consumer spending increased only 69 per cent—and this figure includes not merely frills and luxuries but the basic necessities of food, shelter and clothing. Surely this record does not imply that Americans are interested solely in private possessions. To the contrary it indicates that during the years when self-indulgence was supposedly growing by leaps and bounds, Americans were devoting an ever-greater share of their income to the "neglected" public sector of the economy.

What then of the suggestion that the remedy for "public squalor" lies in a simple reapportionment of the nation's economic pie? If waste (if, indeed, there is that much) is curbed in private consumption, will more be available for public needs? The answer is "no," for the 116 per cent growth in public spending would not have been possible without the tax revenues which resulted from the two-thirds rise in private outlays. Here we find another often-forgotten fact—it is private business activity which makes public spending possible.

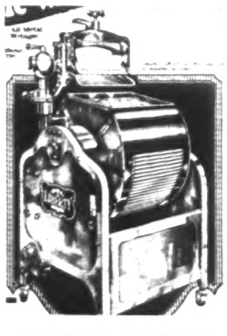
The attack on "waste" raises still other questions. It is alleged, for example, that America is engaged in a colossal self-deceit; that it deceives itself regarding its inventiveness, its values, its moral purpose. Advertising is an oft-cited case in point. Some critics charge that business competition is more concerned with advertising (and packaging) than with price and quality. Is advertising a hypnotic tool, which creates a nation of zombies who are ready to believe anything they are told?

How about workmanship and industrial creativity? Is it true, as charged, that there has been a drying up of real improvements in consumer products?

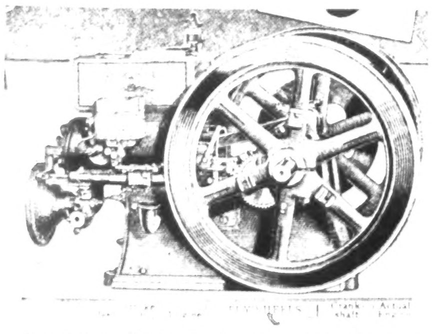
Under examination (see above; below) these charges hold no more water than the charge of "public poverty." Fortunately they are applauded largely by the critics themselves, while the consumer guards his purse-strings in his own way, declining the services of would-be bureaucratic guardians.

Does Change Mean Progress?

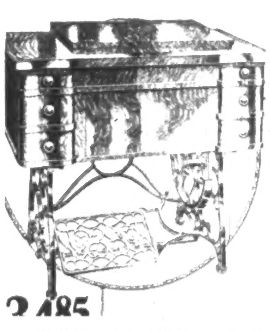
Obviously, change does not always bring progress. But is it true that recent changes in U.S. consumer goods have been mere face-lifts, disguising a lack of basic improvements? For answer, observe the products shown at right. They were offered for sale in the 1925 edition of a national mail order catalogue. Have the cumulative changes of the last generation brought improvement to these lines, or just a "face-lift?"



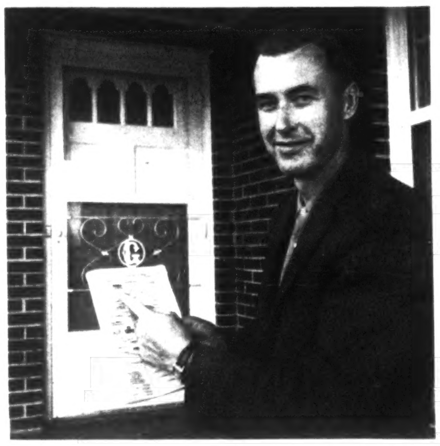
WASHING MACHINE boasted an "all-metal wringer," was no beauty.



GASOLINE ENGINE like this one, shipping weight 520 pounds, produced all of three horse-power. Its mail order list price was about $85.



SEWING MACHINE with a foot treadle was billed as "the world's best buy."



YELLOW PAGES of telephone book directed Day Supervisor John Greene to local outlet for storm windows needed for newly-purchased home.

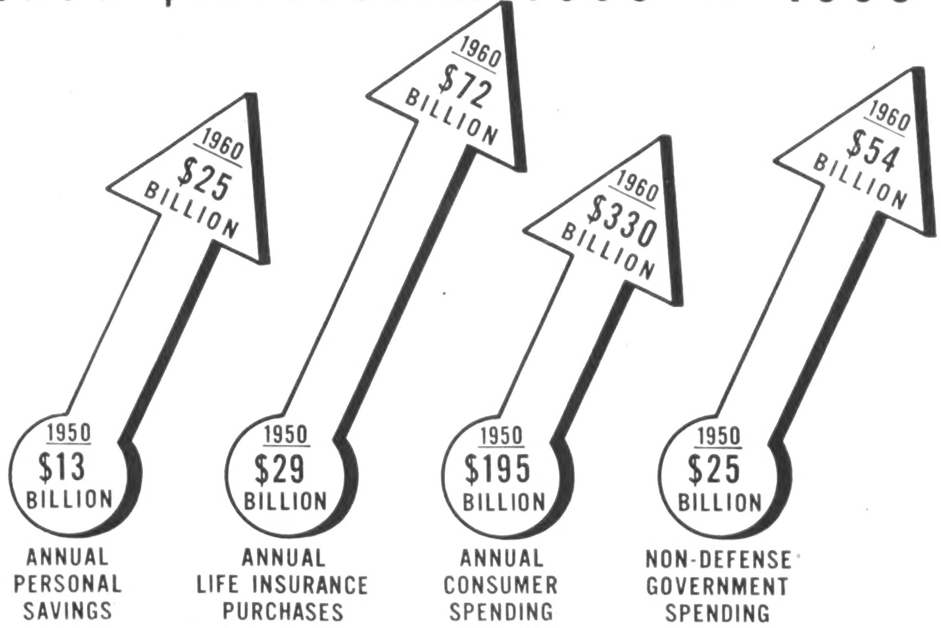
SPECIAL SALE offering a much-needed clothes dryer free with purchase of an equally-needed washer helped Operator Valley Smiley to save.

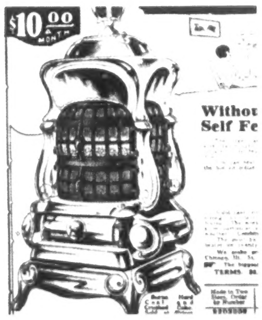
NEWSPAPER AD listing used cars, prices, led Electrician Darrell Early to selection of 1960 Ford, saved him time, effort and shoeleather.

The Affluence $coreboard: 1950 to 1960

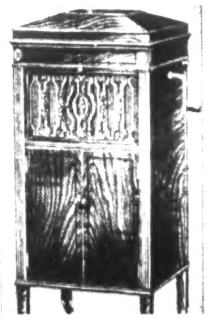
Are Americans Prodigal?

Does the modern American wallow in personal luxury while ignoring important public needs? While his schools crumble and his hospitals decay, does he revel in a kind of immoral fairyland—sipping champagne, nibbling roast quail and throwing the dark meat to a diamond-collared Pekingese? For answer, see the chart at right which details the record of the past decade. Annual consumer spending, the basic measure of so-called private opulence, increased by 69 per cent. The spirit of thrift fared better: personal savings were up 92 per cent. Up even more—116 per cent—was the share allocated to the nation's allegedly neglected public needs.

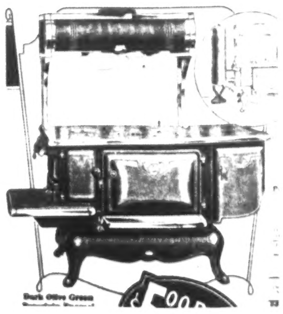




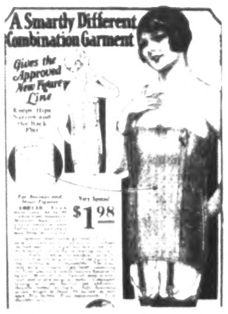
ROOM HEATER was a hot seller at $8 down and $10 a month; burned coal, coke.



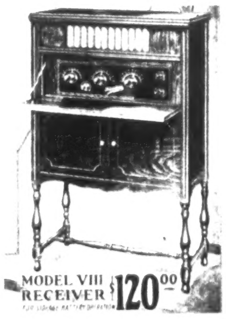
PHONOGRAPH was king-size. Its crank built music lovers' muscles.



STOVE was like phonograph at left—easy to use, with patience and a strong back.


A Smartly Different Combination Garment
Gives the Approved New Figure Line
$1.98

SECRET WEAPON of 1925 kept hips narrow and wearer in misery.



RADIO used storage batteries, cost $120, weighed 100 pounds.

CONTINUED

Do You Need a Guardian?

continued

The Consumer

PIANO BY BALDWIN

TALENTED DAUGHTERS' interest in music led Personnel Assistant William Stephenson to invest $1030 in a spinet piano. With the aid of piano dealer, Kathleen Lunsford, Stephenson and his wife, Elizabeth, considered many styles of instrument—and got "showroom recital" from daughters Patti Rae and Gena Lynn. Unlike those who worry about "conspicuous consumption," Stephenson considers the thousand-odd dollars a sound family investment.

NEW CONVENIENCES available in modern kitchen ranges were of interest to Waynesboro Operator Mabel Painter. Her 15 year-old trade-in had given good service, but she decided on a different make this time.

GROWING ROOM for family prompted James and Reba Patterson to build new home, replacing smaller one owned since 1950. Above, Pattersons check progress with children, Carolyn, 15, Eddie, 12, and Anne, 5.

REPLACEMENT of living room furniture was a long-deferred project for Accounting Clerk Virginia Lam, who had not visited a furniture store in 30 years. When time came, conferences with salesman, John Blackburn, resulted in final selection.

FROZEN FOODS
SHELVES

MOVE from apartment to house made it necessary for Guide Inspectress Hilda Gallaher to buy refrigerator, washing machine. She considered several makes and prices before making choice.

Makes His Own Decisions, Needs No Guardian

While social critics engage in hot debate, the U.S. consumer goes his own way. Is he wasteful? The ultimate answer lies with the men and women who make the grass-roots buying decisions. Across the land, in the markets of cities like Waynesboro, Va., where these pictures were made, consumers spend close to $1 billion every day.

Site of a large Du Pont textile fibers plant, Waynesboro has a population of 17,500, supports 12 schools, 36 churches, a 60-bed hospital and 160 retail stores. Its 9500 manufacturing employees take home $32 million a year, less taxes. What do they do with it? They spend it, a visitor will find, with hard-headed care, They know the value of a dollar.

BETTER LIVING recently interviewed a random half-dozen Waynesboro employees who made major purchases during 1960. Their reasons, which are detailed on these pages, varied widely. Yet in every case the product had been measured against a carefully considered need.

Six cases are a small sample, but they help recall the basic nature of the American shopper. He is used to being the boss. He demands a wide range of choice in price, style and quality. And he is well aware that when it comes to his pursestrings, he is his own master and his own best guardian.

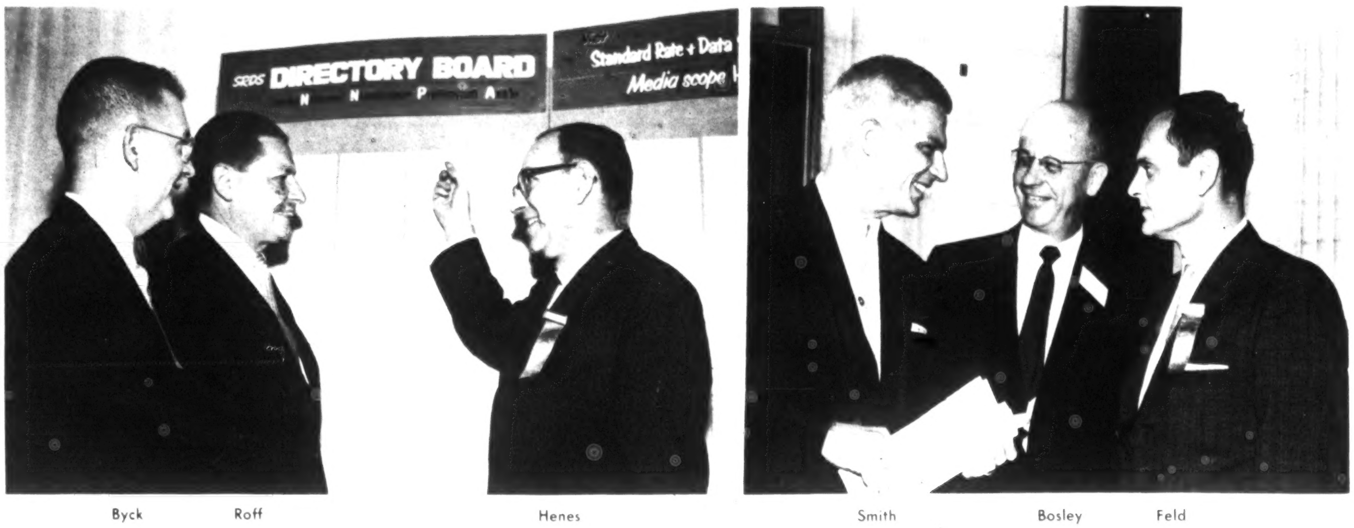
EDUCATION NEEDS of young Lisa Brumfield are partly met by encyclopedia bought by her dad, James, who is an instrument mechanic at Waynesboro plant. Costly 21-volume set was bought as a long-term investment, permanently useful in education of family's two children.

END

Gaubert, Sargent to Benito

Carl G. Gaubert, formerly with Compton Advertising and Grey Advertising Agency, New York, has joined Louis Benito Advertising, Tampa, as a copywriter. Carl Sargent, most recently a partner in Anderssohn, Chalk & Sargent, Tampa art studio, has joined Benito as an artist.

PROOFREADING
CAN YOU AFFORD
PROFESSIONAL EXPERIENCE?
WHY NOT LET
READ/IT READ IT?
READ/IT, INC
53 W. Jackson Blvd. • Chicago 4, Ill.



NEWSPAPER CONVENTIONEERS—*At the National Newspaper Promotion Assn. convention, Lester L. Byck, King Features Syndicate, and Carl Roff, Evening Record, Bergen, N. J., are shown with David E. Henes, Detroit Free Press, new NNPA president. Richard D. Smith, Miami Herald, and J. H. Bosley, Shreveport Journal & Times, chat with Bernard D. Feld Jr., Birmingham News & Post-Herald.*

Secretaries Take Long, Hard, Beady-Eyed Look at Ad Field in Seattle Adclub Poll

SEATTLE, May 31—Wanna know what's wrong with the agency business? Want some suggestions for improvements? Just ask the boss' secretary.

That's what the Seattle Advertising Club did and, well, who can say the girls didn't score? Here are some of the comments from the four secretaries on a recent luncheon program.

Agatha Johnson, secretary of F. G. Mullins, manager of the Seattle office of McCann-Erickson suggested to her boss: "Abolish all deadlines, provide a four-day week and holidays on birthdays. Employees with hangovers should be afforded proper respect."

"No dictation between 4 and 5 p.m.," Mrs. Johnson added. "This is a period for labor in transcribing the dictation from the day before and in removing ash trays from the last meeting and the cold coffee cups.

"And next time you decide to have a vacation, could I please have more than four hours notice?"

■ For Rita Gentry, secretary of George Weber, of Cole & Weber, some of the problems of the agency business were capsuled in these definitions:

An account executive—"A completely helpless soul who spends his time between delusions of grandeur and of persecution."

Art director—"A bow-string of temperament stretched across the profit and loss statement."

Media people—"I always suspected that most media people were former third-grade eraser monitors and very good at monitoring erasers."

Mary Marshall, secretary to Frederick E. Baker of Baker & Stimpson, toted in a shopping bag loaded with items for a secretary's survival kit that included the inevitable bottle of aspirin and flask of whisky. For people who become a problem on the telephone the kit included a book of matches (excellent for setting fire to telephone pads), a wire cutter for phone lines, and a hammer to smash the phone itself.

To fend off those who come in person, Miss Marshall proposed a set of signs ranging from Closed and Mad Dog to Danger—Radiation and Out to Lunch (that one good for three hours), and "best of all, Gone to Cuba."

For a last resort, Miss Marshall pulled out a pistol, fired two caps, and closed: "This isn't for me but for those people" who can't be turned away.

■ Some aspects of getting new business drew the attention of Claire Telling, secretary to Gerald Hoeck of Miller, Mackay, Hoeck & Hartung, who contended that new accounts are the business of women. Samples:

"Let the gals write the new business presentations.

"Give your presentation to the client's secretary first; she will tell you what's wrong with it.

"Once you have that big account, don't take credit for it. Just flutter your lashes some Monday morning in the middle of dictation and suddenly say, 'I can't help but wonder, Mr. Ziptoe, just how you manage to get all this new business for the agency.' Then accidentally drop a picture of him out of your notebook (preferably one taken 15 years ago) and act embarrassed. You are on your way to a $100 a month pay raise." ≠

Glett Gets Top NTA Post

Charles L. Glett has been appointed chairman of the board, president and chief executive officer of National Telefilm Associates, New York, replacing Oliver A. Unger, who resigned (AA, May 22). Mr. Glett has been a director of NTA, as well as an officer and director of National Theaters & Television, which has a controlling interest in NTA.

Bobbi Sets Comics Push

Toni Co. has launched a new push in newspaper comics sections for Bobbi, which will run until November, and has dropped other media, primarily magazines, for the Bobbi product. This is believed to be the first time that Bobbi has been extensively promoted in comics. North Advertising, Chicago, is the agency.

WNBC Names Lewis Johnson

Lewis P. Johnson, formerly eastern district manager of NBC Radio Spot Sales, has been appointed sales manager of WNBC, New York, replacing Broadus (Speed) Johnson, who has been named a sales executive for participating programs of NBC-TV.

Triangle Buys ITA Interest

Triangle Stations has purchased one-third interest in ITA Electronics Corp., Lansdowne, Pa., manufacturer of communication and broadcast equipment. This marks Triangle's entry into the area of manufacturing.

'MHE' Names Charles Fallon

Charles M. Fallon, formerly general manager of Modern Medicine Publications, has been named general manager of *Material Handling Engineering*, Cleveland.

Mining Book to Powers

Joshua B. Powers Inc., New York, has been named exclusive representative in North America for *Mining Equipment*, a British monthly.

NEW YORK CITY'S
first new luxury hotel in thirty years

The SUMMIT marks a renaissance of the Arts of Hospitality. On Manhattan's smart East Side, the hotel has 800 rooms and suites, with such unique features as combination bar-refrigerators, private dressing rooms and a telephone in **both** bedroom and bath. There are three specialty restaurants: The Gaucho Room, La Casa del Cafe, and The Carioca Lounge . . . and an in-hotel garage . . . Rates start at Fourteen Dollars a day for single rooms . . . Eighteen Dollars a day for twin-bedded rooms

the SUMMIT OF NEW YORK
EAST 51st STREET AT LEXINGTON AVENUE
PLaza 2-7000 • Robert Huyot, V. P. and Gen. Mgr.

OPENING:
JULY 1961
SUMMIT

LOEW'S HOTELS, INC • Preston Robert Tisch, Pres. • C. C. Philippe, Exec. V. P.

market-media data
MOODY MONTHLY
serving
yours for the asking
100,000 HOMES
and more than
2 MARKETS
60,000 CHURCHES

CALL OR WRITE TODAY FOR YOUR COPY OF FILE FOLDER WITH MEDIA FACT SHEETS ON M/M's TWO MARKETS

Folder and media fact sheets provide helpful information for agencies and advertisers on the Protestant church market, define specific editorial aims of Moody Monthly, with interesting survey data on reader audience, markets reached and unduplicated circulation coverage.

LAWRENCE ZELTNER
Advertising Manager
MOODY MONTHLY
the influential magazine
PHONE MI 2-1570 • 820 N. LA SALLE STREET • CHICAGO 10

GE Enters Blender Field; Ads to Push Low-Silhouette Model

New York, May 31—A toaster-oven and a low-silhouette blender are among the new portable appliances General Electric Co. will advertise this fall.

The blender marks GE's entrance into this field and will be promoted through tv and magazine pages as the "first advance in blending design in 23 years." Researchers found that one big consumer drawback in most blenders was their height, which makes them difficult to store, GE reported.

The new blender is 10½" high, with the motor in the rear of the base. The 48 oz. decanter is made of plastic. Suggested list is $39.95.

GE's new Toast-R-Oven, which has already been marketed, will get a stronger push than the blender, via magazine pages, the "College Bowl" on tv, and some tv spots. It will be advertised under the subhead, "What's new from General Electric?"

With a suggested list of $34.95, the Toast-R-Oven can handle bread of any shape or thickness and also can bake foods like chicken, meat loaf, potatoes and frozen foods. An automatic sensing device in the toaster measures bread temperature and moisture to give the same shade of toast, whether bread is fresh or stale. Many other toasters use timing devices for toast shades.

Young & Rubicam is the agency for both products.

■ Among other kitchen appliances to be introduced later this year will be two low-price skillets and a $10.95 (suggested) two-quart electric tea kettle, revived after a four-year absence. Neither will be advertised by GE. A special in-store promotion, however, will offer a salt and pepper mill set free to skillet purchasers. #

Plan Hold Corp. Boosts Ad Budget 50%; Buys in 11 Books

Plan Hold Corp., South Gate, Cal., manufacturer of vertical and roll filing equipment for engineering drawings, is beginning its new advertising year with a 50% increase in its budget. The company has set a campaign of an average of four insertions each in *Construction Equipment, Constructor, Design News, Engineering Graphics, House & Home, Machine Design, Office, Office Appliances, Product Engineering, Reproduction Engineer* and *Reproduction Methods.* Yellow Pages in principal markets will also be used. Len Woolf Co., Los Angeles, is the agency.

D&B Unit Adds Wishneff, Expands into Consumer Field

Lionel S. Wishneff, formerly scientific director of the Institute for Motivational Research, Croton, N. Y., has been appointed associate director of Marketing Services Co., a division of Dun & Bradstreet. Holland B. Idleman, vp of Dun & Bradstreet, said the appointment reflects the expansion of Marketing Services into the area of consumer research.

N.Y. Art Directors Elect

Edward B. Graham, vp and creative director of Outdoor Advertising Inc., New York, has been elected president of the Art Directors Club of New York. Bert W. Littmann, vp of Pahmer & Littman Inc., was elected 1st vp; A. Russell Hillier, creative director of Carter & Galantin, was reelected 2nd vp; John A. Skidmore, art director of Union Carbide Corp., was elected secretary; and Mahlon A. Cline, head of his own design company, was reelected treasurer.

Gray Joins Humble

Robert M. Gray, advertising and sales promotion manager of Esso Standard, has been named to the same position with the parent Humble Oil & Refining Co., Houston. Mr. Gray's appointment had been expected within oil circles since the new Humble, operational overseer for Standard Oil Co. (New Jersey), was formed last year via a merger of five Standard affiliates.

Rock-Ola Names Haas Agency

Rock-Ola Mfg. Corp., Chicago, has named Robert Haas Advertising, Chicago, to handle advertising for all of its divisions, including its phonograph and vending units. Rock-Ola, which formerly was a direct advertiser, has been billing about $200,000.

Dr. Pepper Sets New Contest

Dr. Pepper Co., Dallas, will sponsor a national "Pleasure Island" contest from June 19 through July 31. The first prize will be a tropical island in the Bahamas. The contest will be promoted in magazines and network tv and radio. Grant Advertising is the agency.

Boston Group Names Creed

William A. Creed, of Foster & Creed, has been elected president of the New England Assn. of Radio and Television Representatives, Boston. Other officers are John T. King, of Peters-Griffin-Woodward, vp; and David Scott, of NBC Spot Sales, secretary-treasurer.

ORCHIDS FOR HER
AS LOW AS 11¢ EACH
MINIMUM ORDER 100
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

LET'S FACE IT.... by Volpe

*This actor turned down the million dollar role of "Ben Hur" because he prefers controversial pictures. He recently won an Academy Award as an evangelistic faker in a movie that many predicted would prove a box office flop. Who is he?

IT'S THE PERFORMANCE THAT COUNTS

Successful retail advertisers know that family buying decisions are most often made at home in the evening. Every day this home-going evening newspaper proves that in big, wealthy Los Angeles County, sales success begins with the Herald-Express.

FACE THESE FACTS: In 1960, Southern California's top 5 volume retailers preferred the Herald-Express by a margin of over 3⅓ to 1 over the second evening newspaper. Over 90% of Herald-Express circulation is concentrated in Los Angeles County . . . the county that is second only to New York in population and total net EBI!

Burt Lancaster
star of "Elmer Gantry"

Los Angeles Evening
HERALD-EXPRESS
Largest Evening Newspaper in the West
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Sylvania TV Sets to Get Expanded Boost in 2 Media

MIAMI BEACH, May 31—Sylvania Electric Products will run a stepped-up campaign in consumer and business publications to promote the 1962 line of television receivers unveiled at its distributor convention here.

The consumer effort will run from September through November, starting with an eight-page insert in *Coronet*. Pages and spreads will run in *Good Housekeeping*, *Holiday*, *Life*, *Sports Illustrated*, *Sunset Magazine* and *TV Guide*.

Spreads on the new Picture-Computer tv line will appear in *Electrical Merchandising Week*, *Home Furnishings Daily* and *Mart* during June. These ads will carry a list of some 80 distributor open house meetings, with an invitation to dealers to visit the one in their vicinity to get full details of the new line. From July through Thanksgiving, a spread will be used every week in either *Electrical Merchandising* or *Home Furnishings*, as well as in every issue of the monthly *Mart*.

■ Servicemen will be informed about Sylvania's new GT-555 transformer-powered tv chassis and simplified service techniques through monthly page ads in *Electronics Technician* and *P. F. Reporter* from June to the end of the year.

Consumer ads will emphasize copy because when people are investing in something as large as a tv set they want to know more details than just price and performance claims, according to C. Donald Price, advertising and sales promotion manager of Sylvania Home Electronics Corp., the tv marketing subsidiary.

The ads are being placed through Kudner Agency, New York. ■

Rayment Heads Desbarats

Desbarats Advertising Agency, Montreal, founded 69 years ago, has incorporated as Desbarats Rayment Advertising. A. Collin Rayment has been elected president. Directors are Edward W. and Duncan J. Desbarats, W. Manly Bourke and Emile E. L'Africain. John L. McCaughey has joined the agency as account executive.

'Look' Appoints Three

Look has appointed Joseph L. Greene, formerly with *The American Weekly*, to its New York advertising sales staff; Chester D. Harrington Jr., formerly with N. W. Ayer & Son, to its Philadelphia ad sales staff; and William Bauer, formerly with George C. Braun, advertising specialist, to the Chicago sales staff.

Ehrlich, Neuwirth Adds One

Ehrlich, Neuwirth & Sobo, New York, has been named to handle advertising for Patchoque Doubl-Bac Inc., New York, manufacturer of backing for carpets. Ellington & Co. formerly handled the account. Ehrlich, Neuwirth also has named Alan Waldron, formerly with Batten, Barton, Durstine & Osborn, an account executive.

Scott Joins Export Magazines

Harry D. Scott, formerly with the Westinghouse station, KYW-TV, has been appointed regional manager in Cleveland for *American Exporter* and *Automotive World*. He succeeds James Green, who has joined the advertising sales staff of *The Saturday Evening Post*.

Toledo Adclub Elects

Richard Zimmerman, advertising manager of Columbus Parts Corp., has been elected president of the Advertising Club of Toledo. Dale Hall, Libbey-Owens-Ford Glass Co., and Robert Dilworth, Owens-Illinois Glass Co., were elected 1st and 2nd vp, respectively.

Peter Theg Joins Mutual

Peter P. Theg, previously exec vp of Broadcast Time Sales, has joined Mutual Broadcasting System, New York, as an account executive.

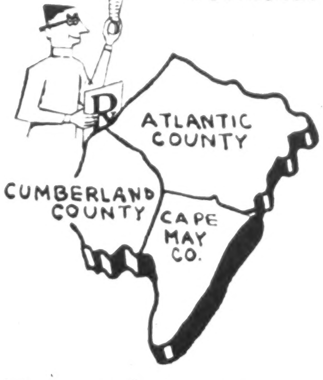
Burnaford Names Two

Burnaford & Co., New York, merchandising counselor, has named W. W. McIlvaine, formerly with Sales Communications Inc., to the new title of exec vp and Wayne Slockbower, previously sales promotion manager of *Purchasing*, an account supervisor.

Station Names Two

Jerry Mccabe has been named advertising and sales promotion manager of CFRB, Toronto radio station, and of Standard Broadcast Sales Ltd. Wally Crouter has been named director of public relations.

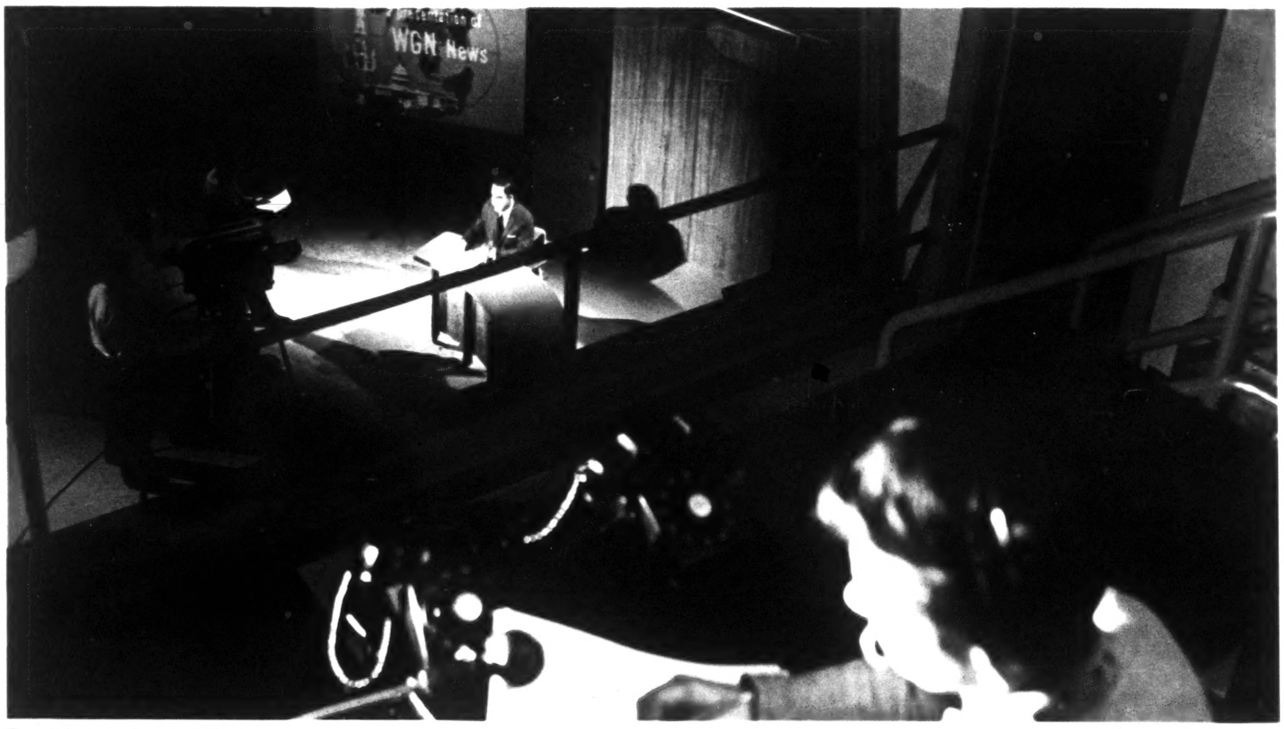
Looking for a Formula?



It's easy in Southern New Jersey's three top-growth counties . . . to the rich ingredients of industry, Agriculture and Recreation add the generous proportions of PRESS circulation . . . and watch the results.

Atlantic City Press
Southern New Jersey's
"Good Morning" Newspaper
ROLLAND L. ADAMS, President
Represented by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
DOYLE & HAWLEY DIVISION

The "color house" that quality



Television studio control room.

Radio studio. Show in progress.

Sales reception room.

'Electricity on Farm' Boosts 2

Karl Gorham, formerly ad and business manager of *Electricity on the Farm*, published by Reuben H. Donnelley Corp., New York, has been promoted to publisher. He succeeds W. J. Ridout. Clayton Schwartz, formerly eastern sales manager, has been promoted to the new title of general sales manager.

Wallace Joins Mangels-Herold

George S. Wallace Jr. has been named director of marketing of Mangels-Herold Co., Baltimore, manufacturer of King syrups and laundry products. He formerly was merchandising manager of Crosse & Blackwell Co.

Guido Joins Burnett

George Guido has joined Leo Burnett Co., Chicago, as supervisor in charge of special assignments in the art department. Mr. Guido was formerly head art director on the Chevrolet account at Campbell-Ewald Co., Detroit.

Stewarts Offers 15¢ Off Coupon

Stewarts Private Blend Coffee Co., Chicago, is running ads in newspapers in Peoria and other cities, featuring a coupon worth 15¢ off on any 1 lb. can of regular or jar of instant Stewarts Private Blend coffee.

Jordan Joins Allenger

Patrick E. Jordan has joined Allenger Advertising Agency, Brookline, Mass., as copy chief. Mr. Jordan formerly was with Bo Bernstein & Co. and Robert B. Goldman Inc., Providence agencies.

Champion Names Davenport

Champion Spark Plug Co., Toledo, has appointed W. E. Davenport, formerly with J. Walter Thompson Co., Detroit, director of merchandising.

Mansfield Daily Has Color

The *News-Journal*, Mansfield, O., carried its first full-color advertisement May 10, for Colgate-Palmolive Co.'s new Choice beauty soap, during its Ohio introduction.

'Global' to Accept Advertising

Global Technology, Cleveland will accept advertising, effective with its June issue. Rates for a one-time b&w page are $1,025. One-time color page rate is $1,150.

GM Reluctant; CBC Airs Canada Satire TV Show Sustaining

TORONTO, May 31—Canadian Broadcasting Corp. on May 21 carried without sponsorship "The Conquest of Cobbletown," a CBC production General Motors of Canada refused to sponsor, in the time slot usually occupied by "General Motors Presents."

The play satirized Canadian attitudes toward U.S. parent companies of Canadian enterprises. General Motors said it did not want to be in the position of seeming to plead a case for U.S. ownership of Canadian companies.

"We consider that it would be ill-mannered for us to associate our name with a tv program that pokes broad fun at Canadian nationalism," D. M. Mackinnon, GM advertising manager, said.

Despite GM requests to the contrary, CBC carried the play in the hour traditionally identified with GM. ≠

2 Name Stoneham Agency

Stoneham Advertising, Van Nuys, Cal., has been named to handle advertising for Control Dynamics Corp., North Hollywood, and Radco Products, Santa Maria and Glendale. John Ramsey Co., Los Angeles, is the previous agency of record for Control Dynamics.

Meredith Boosts Two

Tom Anderson, manager of *Better Homes & Gardens'* Philadelphia office, has been promoted to eastern sales manager and will move to New York. Dick Swank, with the magazine in Philadelphia since early 1959, has been promoted to Philadelphia manager.

Oil Magazine Changes Title

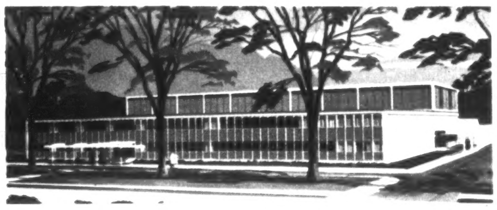
Petroleum Refiner, Houston, has broadened its name, effective with the May issue, to *Hydrocarbon Processing & Petroleum Refiner*. The new name more accurately describes the magazine's content, Gulf Publishing Co. said.

3 Name Chambers Agency

Chambers, Wiswell & Moore, Stamford, Conn., has been named agency for Mars Broadcasting Co., Stamford; Marble Industry Board of New York; and molded plastics division of Vermont Marble Co.

and integrity built

Color studio. Show rehearsal.



The WGN
Mid-America Broadcast Center

finest in the nation

The only broadcasting center conceived, designed and built for color—WGN's new, ultramodern studios offer clients a total service. There are three complete color studios, containing every facility for the production of color programs, from ID commercials to hour-long musicals. And a mobile, remote-color-unit covers any news break, sports event or other program in any part of Chicago or its suburbs. WGN's remote color facility is one of only two in the entire country!

In addition to color . . . the exciting WGN Broadcast Center is the finest, best equipped broadcast plant in the land. Its facilities—including a turntable stage for automobile commercials—are unparalleled anywhere in radio and television, in audio and video taping and in all other related services.

Owned and operated by Chicagoans, this great new WGN "color house" is dedicated to rendering greater service to all Chicagoland—to advertisers, and to their agencies.

WGN
Radio and
Television

2501 Bradley Place, Chicago 18, Illinois

ELKHART
tops 'em
all!
1st
AMONG ALL 14 INDIANA
METRO AREAS
IN
AUTOMOTIVE
SALES
per household
THE
ELKHART
TRUTH
62% Daily Coverage
of Elkhart County
Represented by
Johnson, Kent, Gavin & Sinding

PERSONAL SERVICE

Vincent J. Collins has been a member of The Farley Company team for ten years. Knowledge of the media fields he serves is a prime requisite. Vince, as an independent representative, has gained broad experience through contact in the specialized business markets we serve. His sincere desire to make this experience available to you is a distinguishing mark of service of The Farley Company man.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Health Plan to McConnell

Physicians' Services, a non-profit contributor insurance plan covering medical services for groups and individuals, affiliated with Ontario Medical Assn., has named McConnell, Eastman & Co., Toronto, to handle its advertising and promotion.

Fields Forms Radio-TV Unit

Jerry Fields Associates, New York, an advertising executive placement service, has established a new division for tv-radio employment. Sherlee Barish, previously a sales executive with Official Films, has been named to head the new unit.

Marriott Motors to Gardner

Marriott Motor Hotels, Washington, has appointed Gardner, Stein & Frank, Chicago, to handle its advertising. Sam Bloom Advertising Agency, Dallas, and M. Belmont Ver Standig Inc., Washington, formerly handled the account.

Proposed Second Channel in Italy May Bring Lower Rates, Show Sponsorship

MILAN, May 31—Admen in Italy are hoping that a projected second tv channel will provide greater opportunities for tv advertising.

The government has approved plans for RAI, the state broadcasting organization, to provide a second channel. Staffers are now being recruited and studios being built to put the second channel on the air. It is expected to begin telecasts about the end of this year.

No one yet knows how advertising will fit into the picture, but admen here are confident that at least part of the costs of the new service will be financed through advertising.

Commercial tv was introduced to Italy in January, 1957, over the national state-owned system. For a considerable time, commercial tv was restricted to ten minutes each evening from 8:50 p.m. to 9 p.m., contained in a program under the general title "Carosello."

■ Each "Carosello" consisted of four commercials, each 2 minutes 15 seconds long. The commercials were required to consist of 1 minute and 45 seconds of entertainment and only 30 seconds of actual advertising.

The minimum booking on "Carosello" is a series of 13, each costing 1,500,000 lire ($2,500) or a total of $32,500 for a 13-week series. Initially not more than three, and possibly none, of the films in a series could be repeated. So advertisers could count on having to produce at least 10 and possibly 13 different 2¼-minute films at an average price of around 500,000 lire ($835) each, or a total of at least $8,350.

Furthermore, since SIPRA, the space and time agency which handles all radio and tv advertising, pays no agency commission, agencies were forced to charge a service fee on top of the cost of time bookings and production, which made this particular form of advertising especially expensive to advertisers.

■ There were unconfirmed reports that the government reached a gentleman's agreement with newspaper and magazine publishers to restrict commercial tv to this form for at least two years. In return, the publishers agreed not to attack the commercial tv setup.

Strength is added to these reports by the fact that after two years of being restricted to the limited advertising offered by the "Carosello" programs, Italian tv extended its commercial operations slightly.

There are now four different time slots each evening with "Carosello" now timed for the peak viewing period of 9 p.m.

Additionally, there are three slots into which advertisers may book 30-second commercials which are not required to have an entertainment content.

Two of these spot commercials are screened at 6:30 p.m.; four at 8:30 p.m.; and another four at 8:45 p.m.

■ The rates for these spots are based on audience estimates which are reckoned to range from 500,000 receivers at 6:30 p.m. to more than 2,000,000 at 9 p.m.

There has also been some easing of restrictions, particularly on those which cut down on repetition. Now it is possible merely to change one of the actors or certain minor details in the commercial to have it accepted as different.

There has been little change in production costs for commercials, but with more producers operating in this field than in the early days of commercial tv there is more competition which has resulted in an improvement in quality.

Advertising executives here believe that the second channel will bring a reduction in television advertising rates and may perhaps open the way to sponsored programs, such as are used on Italian commercial radio at present. Here advertisers are given details of programs to be presented, and they pay for the production of their choice.

■ Advertising, whether spot or on sponsored programs, must not exceed six minutes per hour on the Italian radio.

Not all advertising executives here feel, however, that the second channel will provide greater opportunities for commercial tv.

As one agency chief said:

"Television as an advertising medium still has many limits in Italy, mainly because it is not free of restrictions. Competition for the available time is great, and it is not always possible to buy into the slot you want—or even into tv at all sometimes.

"These limits will still apply to the second channel as, like the existing channel and the radio, it will be part of a monopoly."

■ Attempts by a group of Milanese financiers and industrialists to introduce free and competitive commercial tv seem to have bogged down completely. The group, calling itself Televisione Libero (Free Television), hoped to put out pirate programs and then fight the RAI monopoly in court on the ground that it was unconstitutional, since it limited free speech.

But last year, equipment acquired by the group was seized and the resulting court action was thrown out.

Reports are still circulating that these interests plan to beam commercial tv into northern Italy from across the border, possibly from the independent state of San Marino.

Italian admen, however, have little hope that this group will be successful in its fight and regard the reported plans for pirated transmissions as little more than a pipe dream. #

Sayman to Batz-Hodgson

Sayman Products Co., St. Louis, has appointed Batz-Hodgson-Neuwoehner, St. Louis, to handle advertising for its wholesale products division. Shaffer-Brennan-Margulis, St. Louis, will retain the direct selling portion of the account.

Available Now

Unusual Rental Offering

FILM, PHOTO or RECORDING STUDIO SPACE

Near North Side Prestige Location Within Walking Distance of Chicago's "Loop."

56 E. Superior St.

- Ground Floor
- 15 Foot Ceiling Studio
- 7 Executive Offices
- Private Truck Entrance
- 8,325 Square Feet
- Convenient to Public Transportation & expressways

—located in—
Advertising Age's
Advertising Center

Call Mr. Linder
WHitehall 4-7373

Browne & Storch
Managing Agents
919 North Michigan Ave.

54%

DAILY COVERAGE

throughout Nebraska and Western Iowa

94%

daily coverage in metropolitan Omaha

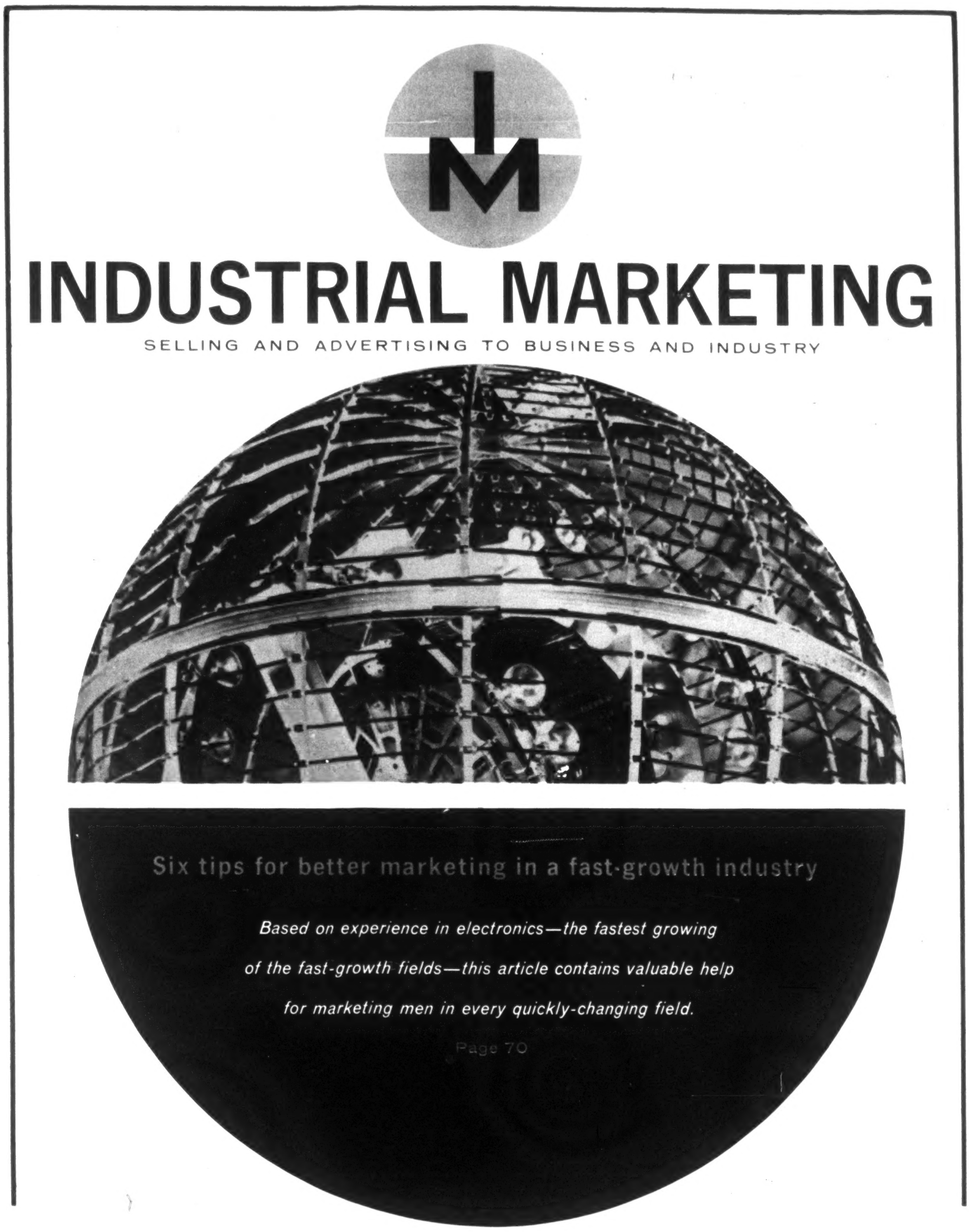
Omaha World-Herald

DAILY: 252,232
SUNDAY: 264,902

DISCOUNTS UP TO 24%

3 31 61 as submitted to ABC and subject to audit

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco



IM

INDUSTRIAL MARKETING

SELLING AND ADVERTISING TO BUSINESS AND INDUSTRY

Six tips for better marketing in a fast-growth industry

Based on experience in electronics—the fastest growing of the fast-growth fields—this article contains valuable help for marketing men in every quickly-changing field.

Page 70

Starting with the June issue . . . a NEW cover . . . a NEW trademark design . . . and NEW inside, too!

Yes, starting with the June, 1961, issue, Industrial Marketing will have a sparkling new front cover, new and different treatment of editorial page layouts with easier to read type faces and a complete rearrangement of editorial features and departments for the benefit and convenience of its 17,000 paid subscribers.

In its 45-year history, there have been a continuing series of design changes and editorial improvements aimed at getting across to its readers quickly and accurately the news and information Industrial Marketing provides about selling and advertising to business and industry.

Industrial Marketing's dramatic new look, restyled editorial content and highly concentrated circulation among those primarily concerned with industrial advertising and marketing offer advertisers a bright and distinctive new "package."

Look for the *New* Industrial Marketing — the only publication exclusively devoted to industrial advertising and marketing.

INDUSTRIAL MARKETING

SELLING AND ADVERTISING
TO BUSINESS AND INDUSTRY
200 EAST ILLINOIS ST. • CHICAGO 11, ILL.
630 THIRD AVE. • NEW YORK 17, N.Y.

PAUL H.
RAYMER
INC.

"WSBT-TV'S NEW MARKET BOOK JUST CAME IN"

Raymer offices throughout the country have new facts on South Bend and WSBT-TV. And mighty interesting facts they are. For example: South Bend households have the highest average income in the state . . . $7987*; buying income within WSBT-TV's 15 county coverage area is $1.73 billion; WSBT-TV dominates the 3-station market with consistent share of sets in use of 41% to 47%! Get complete market and coverage facts from Raymer or WSBT-TV.

*Sales Management's 1961 Survey of Buying Power

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

Paul H. Raymer Co. National Representative

Walter Swertfager, Veteran Advertising Exec, Is Dead at 60

SCARSDALE, N. Y., May 31—Walter N. Swertfager, 60, veteran liquor advertising executive, died here May 28 of cancer. He was a senior vp and member of the management group of Geyer, Morey, Madden & Ballard, New York.

Mr. Swertfager had spent almost 40 years in advertising. Prior to joining Geyer, Morey, he was senior vp of Lennen & Newell, supervising such National Distillers accounts as Hill & Hill, Bourbon DeLuxe, Kentucky Colonel and Cinzano vermouth.

Mr. Swertfager began his advertising career in 1922 as assistant advertising manager of the Vacuum Oil Co. In 1929 he joined Lord & Thomas (now Foote, Cone & Belding) as account executive, supervising the Cities Service account.

In 1937 he was named advertising director of Seagram Distillers, and in 1949 he was appointed assistant manager and account executive of the old Ward Wheelock Advertising Co. He handled the Seagram account at Wheelock.

■ Mr. Swertfager and Harold W. Hixon Jr. formed an agency, Swertfager & Hixon, in 1941. Two years later Mr. Swertfager opened his own agency. During that period he handled the pr accounts of three liquor trade associations, plus the Heineken's beer account. In 1944 and 1945 he developed the "Old Judge" campaign for the liquor industry, with the slogan, "The lies of the drys." These ads won a New York Art Directors Assn. award and were cited by the American Newspaper Publishers Assn. in its "Case Histories of Wartime Advertising Successes."

Mr. Swertfager joined the old Lennen & Mitchell agency in 1947. He became a senior vp of Lennen & Newell in 1952, when L&N succeeded Lennen & Mitchell.

JAMES W. CROSSETT

CHICAGO, May 31—James W. Crossett, 52, Chicago district manager of the railroad publications of Simmons-Boardman Publishing Corp., died May 26 in Hinsdale Sanitarium & Hospital. He had held the sales management post since 1956. Joining the company in 1953, he first served as editor of the old *Railway Freight Traffic*. Prior to that, Mr. Crossett was sports editor of *Esquire*, and a sports writer for Milwaukee newspapers.

T. WILLIAM MERRILL

CHICAGO, May 31—T. William Merrill, 60, president of Merrill, McEnroe & Associates, Chicago, died May 29. Before founding his own agency, originally known as Advertising Corp., in 1942, Mr. Merrill was northwestern district sales promotion and advertising manager of Westinghouse Electric Corp. He had been with the manufacturer more than 10 years.

FORREST WEIMHOLD

LEVELLAND, TEX., May 31—Forrest Weimhold, 46, owner and publisher of the *Levelland Sun News*, died May 26 of an apparent heart attack. Mr. Weimhold had attended a political meeting in Lubbock May 25 and returned home at a late hour. He died in his sleep. He had suffered heart attacks in 1952 and last October. #

Carwardine Opens Office as Publishers' Consultant

Arthur Carwardine, 209 S. LaSalle St., Chicago, is entering the business of negotiator in the sale or purchase of publishing properties and will serve as consultant to publishers. He has also set up an advisory board to consult with publishers on problems such as printing, taxes, advertising, circulation, etc. For many years he had been associated with McGraw-Hill and Hearst publications.

Gardner Adds 2 Accounts

Star Brush Mfg. Co., Boston, and Maritime Packers (Canada), Pictou, N.S., have named Donald W. Gardner Advertising, Boston, to handle their accounts. The Star account will be handled by Sargent F. Collier, newly appointed assistant to the president of the agency, who formerly was with John C. Dowd Inc., Boston, the agency which previously had the account. Newspapers, radio, tv, and point of purchase will be used for the Canadian packer of lobster meat. Marjorie Andrew, formerly with Reader's Digest Assn., J. Walter Thompson Co. and C. J. LaRoche & Co., New York, has joined Gardner as an account executive.

GRAND RAPIDS
MICHIGAN
ALL-AMERICA CITY

VIGOROUS ACTION BY CITIZENS AND GOVERNMENT BRINGS COVETED AWARD TO WEST MICHIGAN SALES CENTER!

"1960 All-America City" is the latest title bestowed upon Grand Rapids . . . the sales hub of the giant 23-county West Michigan market. In competition with more than 100 other communities across the nation, Grand Rapids is one of 11 cities commended for outstanding 1960 civic accomplishments, in the annual program sponsored by the National Municipal League and Look Magazine.

Here are a few of the civic advancements that made Grand Rapids an All-America City for 1960:

- Voters overwhelmingly approved a new airport.
- Thirteen sq. miles were added to the city through successful annexations.
- Work began on clearing land for a new 44-acre industrial park.
- Voters approved a vast downtown redevelopment program and demolition plans are under way that will convert 40 acres of rundown property into new governmental, cultural and business buildings.
- Construction was started on a new $6,500,000 post office.

Doesn't it make good sense that the responsive citizens of Grand Rapids will make eager, able-to-buy prospects for your advertising message? There's no better way of reaching them than in the pages of The Grand Rapids Press . . . the newspaper read in 9 out of 10 All-America City homes.

Want to know more about Grand Rapids and the billion-dollar West Michigan sales market? Ask your Booth Michigan Newspapers representative for the new market manual—GRAND RAPIDS NEWSPAPER/MARKET FACTS. Also ready for distribution: The 1961 BOOTH NEWSPAPERS MARKET FOLDERS, containing circulation and market data for all Booth Michigan newspapers.

THE GRAND RAPIDS PRESS
EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Information to help you make every advertising dollar count!

the fabulous

FAMILIES-WITH-CHILDREN MARKET

and the unique magazine devoted to it

Every piece of reliable research published in the past decade has proven conclusively that America's families-with-children market is the biggest-buying, fastest-growing market for virtually all kinds of products and services.

To be specific, families with children spend 76% more for goods and services than do families without children. They spend 94% more for foods; 157% more for footwear; 56% more for women's and girls' apparel; 86% more for boys' and men's apparel; 79% more for housing; 86% more for furniture; 94% more for household appliances; 170% more for cleaning and polishing preparations; 70% more for household utilities; 56% more for automobiles; 86% more for gasoline and oil; 112% more for recreation.

U. S. Dep't of Commerce, Study of Consumer Expenditures, Income and Savings.

HOW MANY BABIES WILL BE BORN IN THE YEARS JUST AHEAD? HOW MANY CHILDREN WILL THERE BE IN EACH AGE GROUP?

Population Projections of the United States, By Children in Various Age Groups.
(1960-1970)

	TOTAL BIRTHS	CHILDREN UNDER 21 YEARS	CHILDREN UNDER 18 YEARS	CHILDREN 5-17 YEARS	CHILDREN UNDER 5 YEARS
1960	4,247,000	74,407,000	64,802,000	44,811,000	19,991,000
1961	4,411,000	76,347,000	66,233,000	45,991,000	20,242,000
1962	4,494,000	78,287,000	67,664,000	47,171,000	20,493,000
1963	4,578,000	80,227,000	69,094,000	48,351,000	20,743,000
1964	4,665,000	82,166,000	70,523,000	49,530,000	20,993,000
1965	4,934,000	84,105,000	71,952,000	50,709,000	21,243,000
1966	5,036,000	85,998,000	73,361,000	51,528,000	21,833,000
1967	5,138,000	87,891,000	74,770,000	52,347,000	22,423,000
1968	5,239,000	89,783,000	76,178,000	53,166,000	23,012,000
1969	5,341,000	91,675,000	77,586,000	53,985,000	23,601,000
1970	5,443,000	93,567,000	78,994,000	54,804,000	24,190,000
Percent of increase (1960-1970)					
	28.2%	**25.8%**	**21.9%**	**22.3%**	**21.0%**

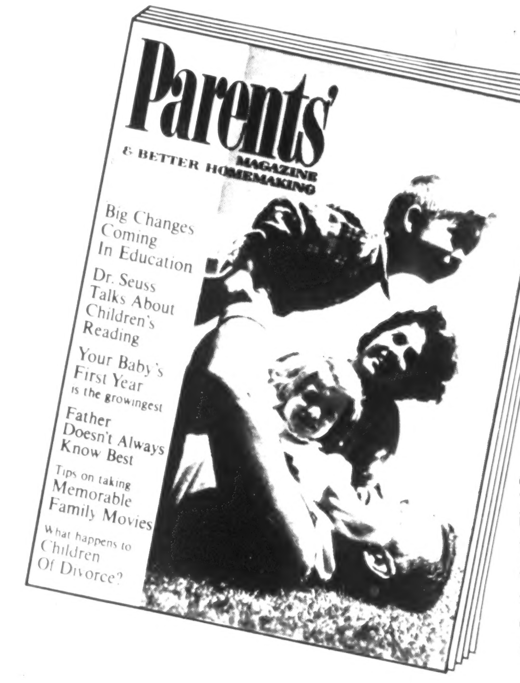
SOURCE: U.S. Dept. of Commerce; Special tabulations
Survey of Consumer Finances.

COMPARE PARENTS' MAGAZINE'S AUDIENCE WITH OTHER MAGAZINES!

	Women Readers 18-34 Years	Married Women Readers 18-34 Years	Mother Readers All Ages	Mother Readers 18-34 Years
PARENTS' MAGAZINE	68.9%	68.6%	96.5%	66.7%
GOOD HOUSEKEEPING	33.6%	31.1%	51.0%	23.1%
LADIES' HOME JOURNAL	34.9%	31.1%	49.0%	22.6%
McCALL'S	33.6%	30.5%	48.7%	22.5%
COSMOPOLITAN	46.8%	39.7%	44.1%	24.3%
REDBOOK	46.6%	40.5%	47.6%	27.2%
LIFE	34.3%	30.2%	52.6%	23.3%
LOOK	36.4%	31.4%	49.6%	23.3%
SATURDAY EVENING POST	34.4%	30.4%	47.9%	22.3%

NUMBER OF FATHER READERS (18-44) Per 100 Copies; Parents' Magazine-30, Good Housekeeping-9, Ladies' Home Journal-8, McCall's-9, Cosmopolitan-19, Redbook-18, Life-34, Look-32, Saturday Evening Post-32.

SOURCE: Daniel Starch & Staff. "1960 Consumer Magazine Report," Special Tabulation


Parents'
MAGAZINE
& BETTER HOMEMAKING
Big Changes Coming In Education
Dr. Seuss Talks About Children's Reading
Your Baby's First Year is the growingest
Father Doesn't Always Know Best
Tips on taking Memorable Family Movies
What happens to Children Of Divorce?

SELECTIVITY is guaranteed both by the nature of the magazine, and by a 50¢ single copy price and $4.00 yearly subscription rate.

ONLY PARENTS' MAGAZINE GIVES YOU VIRTUALLY 100% CONCENTRATION IN THIS BIGGEST-SPENDING MARKET!

Here is the one advertising medium devoted exclusively to the special needs and interests of families with growing children. Every single issue presents editorial features which are both authoritative and practical . . . ideas for young mothers and fathers to apply in daily living . . . covering not only child care and family relationships, but also housing, home equipment, beauty, foods, fashions and everything else that enters into active living.

UNIQUE CONFIDENCE OF READERS IN BOTH EDITORIAL AND ADVERTISING CONTENT!

At regular intervals in Parents' Magazine's 35 year existence, national personal interview surveys have been conducted to define reader-attitudes to the magazine. The most recent, made last year by W. R. Simmons & Associates Research, Inc., established beyond any doubt that your advertising can be *more* effective when it appears in Parents' Magazine!

Of 610 subscribers queried, 77% stated that they have more confidence in advertising they see in Parents' Magazine, than in ads they see in other magazines! This is a natural reflection of their special trust in the magazine's editorial reliability and usefulness.

COMMENDED by PARENTS' MAGAZINE AS ADVERTISED THEREIN

THE MOST POWERFUL SELLING FORCE AMONG FAMILIES WITH CHILDREN!

Millions of mothers and fathers, both readers and former readers, know that a product awarded the Parents' Magazine Commendation Seal can be purchased with complete confidence. They know that no other magazine has available bigger nor more modern facilities for product study and evaluation. When a product reaches the retail counter, this Seal often makes the difference between sale and no-sale.

For this reason, leading department stores and supermarket chains regularly promote "Parents' Commended Products Weeks", during which they feature brands carrying this powerful third-party endorsement. Last year alone, retail stores bought and paid for 32,726 individual advertisements totaling 6,213,000 lines of newspaper space tied in with Parents' Magazine.

*A 15-minute color motion picture giving more facts on the Families-with-Children Market is available for showings.
Call or write Adv. Dept., Parents' Magazine, 52 Vanderbilt Ave., N. Y. 17, MUrray Hill 5-4400.*

Parents' Magazine Circulation 1,850,000 **Children in Parents' Magazine Families 4,250,000** **Monthly Readership 6,235,000**

Where the Advertising Agency Business Operates

Establishments Operated All Year

Source: Census Bureau

	ALL (000)		OVER $5,000,000		$2,000,000-$4,999,999		$1,000,000-$1,999,999		$500,000-$999,999		$100,000-$499,999		Less than $100,000	
	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts	No.	Receipts
U.S. (total)	3,944	4,300,060	135	2,654,874	170	511,236	250	348,990	429	306,962	1,716	417,185	1,244	61,353
New York	799	1,900,464	55	1,502,411	50	154,412	67	93,304	82	58,290	331	80,466	214	11,581
Chicago*	335	632,660	29	443,423	28	82,194	28	38,425	45	33,050	129	31,440	76	4,128
Detroit	114	333,495	13	294,873	4	13,349	4	6,993	8	5,262	42	10,853	43	2,165
L.A.-Long Beach	284	212,389	7	91,058	14	42,737	15	21,996	33	21,550	128	30,780	87	4,268
Philadelphia	140	100,327	4	43,169	6	18,884	6	7,016	20	14,321	59	14,423	45	2,514
S.F.-Oakland	109	94,634	4	40,264	5	16,402	12	16,645	11	8,722	44	10,764	33	1,837
Minn.-St. Paul	62	74,862	3	48,924	0	—	6	10,070	8	5,991	36	9,496	9	381
Cleveland	82	72,287	6	41,333	2	(D)	4	(D)	13	8,549	31	8,334	26	1,349
St. Louis, Mo.-Ill.	76	66,284	2	(D)	2	(D)	6	8,294	11	7,640	31	5,962	24	1,272
Boston	113	64,591	0	—	8	23,403	14	19,017	13	9,734	45	11,056	33	1,381
Pittsburgh	53	64,031	3	38,551	3	8,056	5	7,283	3	2,265	27	7,191	12	685
Cincinnati	42	43,260	1	(D)	3	(D)	4	6,085	9	6,261	19	5,303	6	325
Milwaukee ..	52	41,544	2	(D)	3	(D)	3	5,812	4	3,431	22	6,260	18	935
Newark	64	28,528	0	—	3	(D)	2	(D)	8	6,639	30	7,239	21	1,085
Dallas	57	23,100	0	—	2	(D)	3	(D)	8	5,839	25	5,498	19	966
Houston	47	25,777	0	—	4	13,373	0	—	9	7,097	21	4,755	13	552
K.C., Mo.-Kans.	42	22,725	1	(D)	1	(D)	3	(D)	3	2,009	23	6,286	11	587
Baltimore ...	51	21,596	1	(D)	1	(D)	2	(D)	6	4,356	23	4,755	18	738
Buffalo	39	20,130	1	(D)	5	12,736	2	(D)	2	(D)	17	3,886	8	327
Seattle	34	20,831	0	—	2	(D)	2	(D)	4	2,767	16	3,895	14	743
Atlanta	35	20,186	0	—	2	(D)	3	(D)	7	4,631	14	4,102	9	402
Port., Ore.-Wash.	38	18,661	1	(D)	2	(D)	0	—	3	2,455	19	4,096	13	633
Wash., D.C.-Md.-Va.	43	14,540	0	—	1	(D)	3	(D)	4	2,460	19	4,540	16	682
Miami	42	15,001	0	—	1	(D)	2	(D)	6	4,919	16	3,610	17	767
Denver	40	12,828	0	—	0	—	2	(D)	6	(D)	21	4,802	11	579
Total for 25 Metropolitan Areas	2,793	3,944,731	133	2,544,006	152	385,546	198	240,940	326	228,238	1,188	289,792	796	40,882

* Pre-1958 Metropolitan Area.

Agencies and agency branch offices credited to area where located.

Receipts include billings, and fees.

D: Omitted to avoid disclosure.

Big Agencies Are Big City Dwellers: Census

(Continued from Page 3)

er than the proprietors. Receipts of the "employing" agencies amounted to $4,353,107,000.

■ In its new tabulation, the Census Bureau distributed by metropolitan area and receipts size 3,944 "employing" agencies which operated throughout 1958. The other 296, which operated for only part of the year, were distributed by metropolitan area, but not by receipts size.

Of $4,300,060,000 in receipts by the 3,944 agencies which operated throughout 1958, $3,949,359,000 was reported by 2,793 agencies in 25 top advertising centers.

To avoid disclosure, the bureau withheld the total receipts of nine of the big units in seven of the major metropolitan areas. For the 124 that were reported, billings and receipts accounted for $2,639,289,000, including 55 over-$5,000,000 units in New York with $1,502,411,000.

The bureau's tables showed that the 25 big centers account for all but two agency offices with receipts of $5,000,000 or more; 152 out of 170 that have receipts of $2,000,000 to $4,999,999; and 198 out of 250 with $1,000,000 to $1,999,999. Also in the 25 top centers are 326 agencies with receipts of $500,000 to $999,999; 1,188 with $100,000 to $499,999; and 796 with receipts of less than $100,000.

■ Outside the 25 big centers, the agency business consisted of 1,152 agencies with receipts totaling $345,799,000. Two had receipts of $5,000,000 or more; 18 had $2,000,000 to $4,999,999; 52 $1,000,000 to $1,999,999; 104 $500,000 to $999,999; 528 $100,000 to $499,999; and 449 were under $100,000.

The 25 areas covered in the tabulation were: New York; Chicago; Detroit; Los Angeles-Long Beach; Philadelphia; San Francisco-Oakland; Minneapolis-St. Paul; Cleveland; St. Louis; Boston; Pittsburgh; Cincinnati; Milwaukee; Newark; Dallas; Houston; Kansas City; Baltimore; Seattle; Buffalo; Atlanta; Portland, Ore.; Washington, D.C.; Miami; and Denver.#

Bobit Leaves McGraw-Hill to Publish 'Automotive Fleet'

Edward J. Bobit has resigned as Chicago district manager of *Fleet Owner*, a McGraw-Hill publication, to establish Bobit Publishing, 1155 Waukegan Rd., Glenview, Ill. It will publish *Automotive Fleet*, said to be the first publication devoted exclusively to passenger car fleets owned or leased by industry and government.

Automotive Fleet will begin monthly publication in November with a guarantee of more than 10,000 in controlled circulation. The one-time page rate is $425.

St. Onge Heads Hartford AIA

Walter St. Onge, advertising manager of Torrington Co., Torrington, Conn., has been elected president of the Hartford chapter of the Assn. of Industrial Advertisers. Other officers are M. Ray Whigham, Allen Mfg. Co., 1st vp; Don Hayward, Holo-Krome Screw Corp., 2nd vp; Edward M. Foster Jr., Graceman Advertising Co., treasurer; and Fred Clark, Cuno Engineering Corp., secretary.

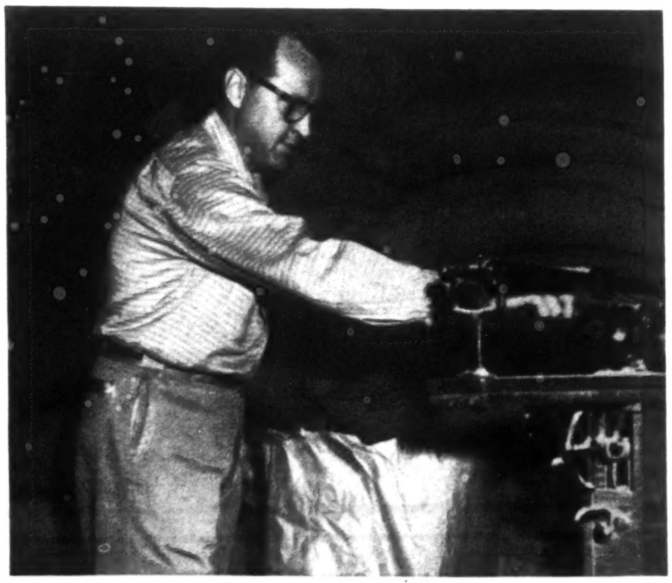
Ciba Uses Closed-Circuit TV

Ciba Pharmaceutical Products, Summit, N.J., has signed a long-term contract with Theatre Network Television for a series of closed-circuit telecasts for physicians. The first program was produced in color April 19 at the annual meeting of the American Academy of General Practice in Miami. Ciba will do 10 of these telecasts over a two-year period.

Zenith Promotes Stereo FM

Zenith Radio Corp., Chicago, co-producer of the fm stereo broadcasting system approved by the Federal Communications Commission, is sending copies of the Zenith filings with the FCC to every fm station in the country, along with technical information describing equipment for stereo broadcasts installed in Zenith's own WEFM, Chicago.

The man from Cunningham & Walsh



Something to weigh. This is account man Henry Pendzick handling chicken feed to gain something of value. The "something" is a clearer idea of who wants what — where goods are sold. Pendzick is one of many C&W people who work at the point of sale each year to produce more effective advertising for the clients of Cunningham & Walsh Inc. Offices in: New York, Chicago, Houston, Los Angeles, San Francisco.

Attention Admen!

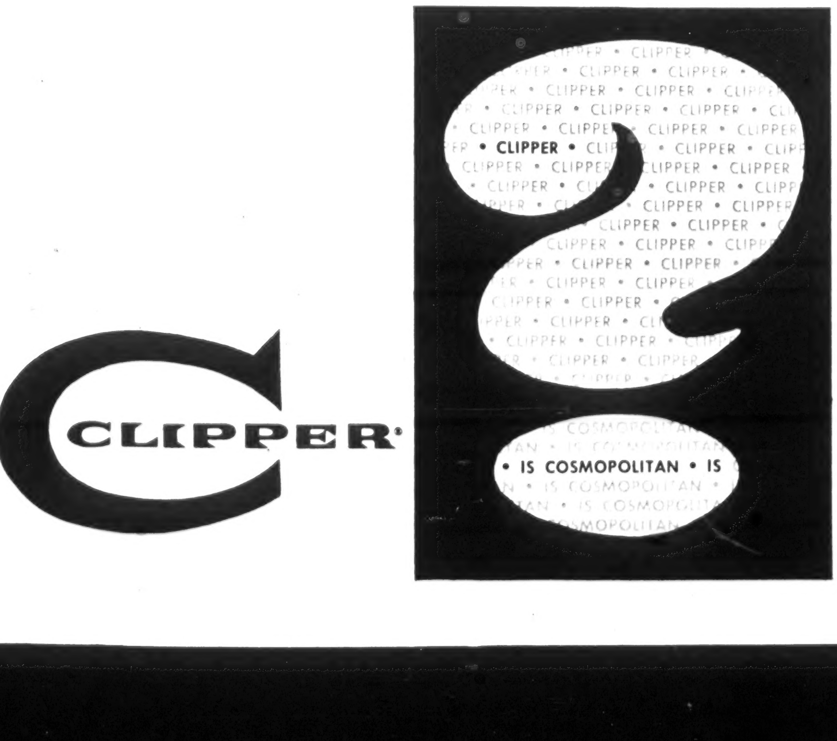
fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

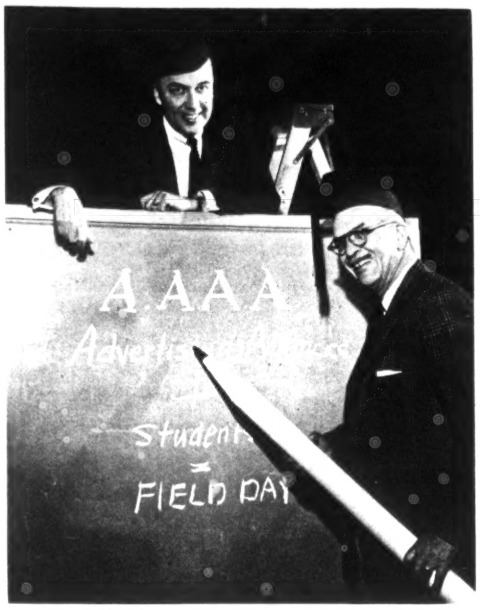
Money-back guarantee!

HABERULE

Box AA 245, Wilton, Conn.



CLIPPER®



PROFS—*Arthur E. House (right), Arthur E. House Advertising, chairman of the Oregon council of the American Assn. of Advertising Agencies, and Jess M. Shinn, account executive, Richard G. Montgomery & Associates, bone up on lesson plans for a field day in which senior journalism students from the University of Oregon, Oregon State University and Portland State College will tour six Portland agencies.*

ED ALLEN TIME DELIVERS RESULTS!

Cash in on . . .

Ratings—Viewer Loyalty—Profits

ED ALLEN TIME is a unique 30 minute daily exercise service show that will strengthen your early daytime programming. Women viewers go for this hot new personality and you win sales with five one-minute commercial openings! More and more sponsors and stations are buying and *renewing*! Write or phone to Sales Manager Norm Lindquist at . . .

FAN

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 650 N. Bronson

Colgate Eyes Prepared Foods

NEW YORK, May 31—Colgate-Palmolive Co. is investigating the prepared foods business.

President George H. Lesch told the New York Society of Security Analysts last week that "we will overlook no logical opportunities in the area of acquisitions or new ventures."

He said the prepared foods business enjoyed sales of $3.7 billion last year, and that a $5.2 billion level in sales was expected by 1970. "If the proper opportunity comes along for Colgate-Palmolive to enter any field which projects a growth of this kind, we would not turn it down."

Acknowledging the inroads of Procter & Gamble's Crest, Mr. Lesch reassured his listeners that Colgate will continue to be the leader in toothpaste sales.

He also acknowledged that Colgate's sales and earnings record in the domestic area is not as good as its overseas performance. He said the prime objective of the U.S. operation is to "make our domestic business as dynamic, aggressive and growing as our foreign operations have been." ≠

Barron Adds 4 Clients

Ray Barron Inc., Boston, has been appointed to handle advertising for the Magic Wand paper doll division of American Paper Box Corp., Boston; Essex Broadcasting Corp., Lynn, Mass.; Apache Trailers, Canton, Mass.; and Gilbilt Homes, New England housing manufacturer. Barron also has named three to its staff: Robert A. Leverant, copy department; Blanche M. Greenhill, account executive; and Anita Waxman, Boston office manager.

Alcoa Shifts Two

B. B. Randolph, formerly in charge of Alcoa tv and radio programming, has been named manager of the radio and tv section of the advertising department of Aluminum Co. of America. Blair R. Gettig, formerly head of the ad department's transportation section, has been named manager of radio and tv commercial production.

ESC Names Armand-Richards

ESC Electronics Corp., Palisades Park, N.J., has named Armand-Richards Advertising Agency, Hackensack, N.J., to handle its advertising. The agency has named Terry Hague, formerly editor of an external publication of American District Telegraph Co., to head its new department of client sales response coordination.

FILMS...RECORDS...PLATES

SHIPMENTS ARRIVE SAME DAY!

GREYHOUND
PACKAGE EXPRESS

Don't miss deadlines! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. F9, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service . . . including rates and routes. We understand that our company assumes no cost or obligation.

NAME________________ TITLE________
COMPANY________________________
ADDRESS________________ PHONE________
CITY____________ ZONE____ STATE________

IT'S THERE IN HOURS...AND COSTS YOU LESS!

Make Type Talk Clearly

Here Type Can SERVE *You*

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Lupton Wins Election, Ellington Loses Accounts in Merger

NEW YORK, June 1—This is the story of an agency president who entered politics, won an election, but lost most of his accounts.

Late last year, while John Mather Lupton, founder, president and treasurer of the agency carrying his name, was running for Connecticut state senator in the 25th district, he offered his business to Ellington & Co.

Mr. Lupton duly won the election. Last Jan. 1, he signed the merger deal and prepared to move his staff and accounts, which he valued at $1,500,000, to Ellington.

■ However, Ellington registered its first loss on the deal a day or two before the physical move to the new quarters last February, when Stauffer Chemical Co. decided to consolidate its account at Adams & Keyes. The company then asked Lupton's exec vp and copy chief, Ralph Sadler, who handled the business and who was a 20% owner of Lupton, to join the $250,000 account at A&K.

Left handling most of the rest of Lupton's business was David Levy, account executive. (Mr. Lupton himself, in addition to his political activities, was in charge of new business.)

Last week, Mr. Levy left Ellington. At least one account has already followed him to his new affiliation, the Victor A. Bennett Co., while another probably will tag along soon. The account that moved is Narda Microwave Corp.

■ Here is a run-down on other Lupton accounts, as listed in *Standard Advertising Register* last September:

Atlas Copco: Moved to Ellington, then left, following a company shakeup.

Becco Chemical division, Food Machinery & Chemical Corp.: Moved to Ellington.

Bullard Co.: Canceled its advertising before the Lupton move.

Institute of Thread Machiners: No advertising for 18 months.

Narda Ultrasonics Corp.: No advertising since January, 1960.

N.Y. Rubber Corp.: No advertising since early 1960, when bought by Acme Rubber Co.

Peerless Photo Products: Inactive from the summer of 1960, but looking for a new agency.

F. J. Stokes Corp.: A pr account, handled at Ellington by Frederick R. Brewster, former Lupton vp.

Sylvania-Corning Nuclear Corp.: Inactive for two years.

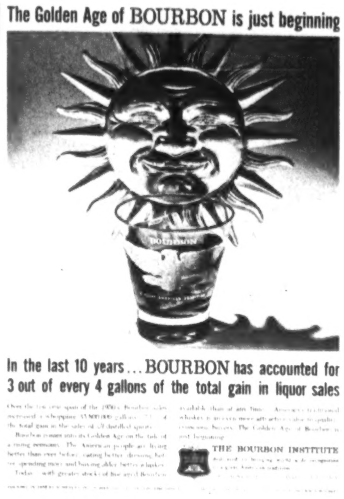
Trageser Copper Works: A two- or four-page catalog insert once a year.

Data Control Systems: Believed about to move to another agency.

■ While Mr. Lupton told ADVERTISING AGE that the loss of his old personnel had not affected his relationship with his new agency, Ellington's chairman, Jesse T. Ellington, said he was "not too displeased at the way things had worked out."

Mr. Ellington added that it "wasn't even a merger," but merely a case of taking over John Lupton and about four other people—"a package, as far as it was." He said Ellington bought no stock, but simply got "some good talent."

Primary aim in acquiring the Lupton shop was that "we thought it would fit in with industrial business that we had," he added.


The Golden Age of BOURBON is just beginning
BOURBON
In the last 10 years... BOURBON has accounted for 3 out of every 4 gallons of the total gain in liquor sales
THE BOURBON INSTITUTE

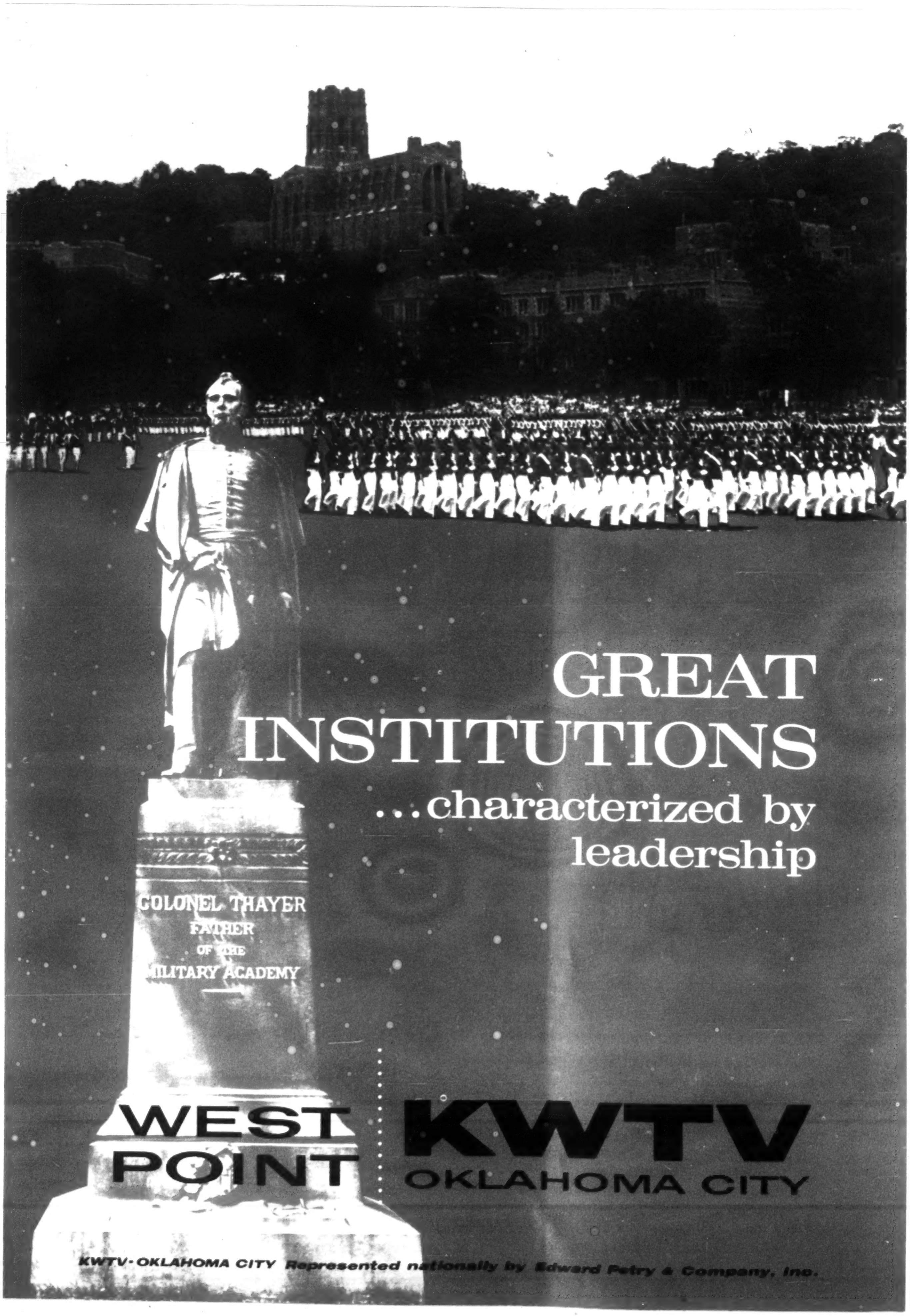
BOURBON DRIVE—*The Bourbon Institute will run this ad, prepared by McCann-Erickson, in 39 liquor trade publications in June and July.*

Watkins to 'Rod & Custom'

Don Watkins has been appointed advertising manager of *Rod & Custom*, Los Angeles. Mr. Watkins was formerly assistant advertising manager of *Hot Rod*, another Peterson publication.

Intercontinental Adds YNX

YNX, Managua, Nicaragua, radio station, has appointed Intercontinental Services Ltd., New York, its U.S. advertising representative.


GREAT INSTITUTIONS
...characterized by leadership
COLONEL THAYER
FATHER
OF THE
MILITARY ACADEMY
WEST POINT
KWTV
OKLAHOMA CITY
KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

Gardner Finds Its Fund Sources for Anticipated Growth Are Intramural

(Continued from Page 3)

2.47% of annual billing to 9.16%.

- **2.** Similarly, there isn't any norm of stock ownership. Gardner has 23.7% of its employes owning stock; one major agency's stock is owned by 1.3% of the employes.
- **3.** Mr. Gardner came to the conclusion that the agency ought to have invested capital equal to about 3.5% of annual billing.
- **4.** He also decided that working capital ought to be equal to carrying the agency payroll for three months—or about the time which normally occurs between the period when the work is done and the date it gets paid for it.
- **5.** The 3.5% invested capital formula falls about three-quarters of the way down the range for agencies the size of Gardner or larger—as near as the agency could tell from an analysis of Dun & Bradstreet reports on the large agencies.
- **6.** It was decided that, where the 3.5% ratio wasn't maintained, short-term bank loans would be arranged.

■ What Gardner Advertising was confronting was hornbook financial knowledge: A corporation has available to it borrowed money or permanent money (equity capital). Borrowed money is useful in businesses which finance seasonal peaks, or finance inventories, or to provide working capital, or to provide for sudden or unusual needs—like an attractive merger, or financing preliminary work on an unusually large account before billing starts.

Equity capital can be used to finance normal operations, and normal growth—and will provide a basis for borrowing where borrowing is indicated.

■ Gardner scouted the possibility of borrowed money. It talked to a major brokerage house about the possibility of an issue of debentures. The answer was that the issue was impossible; it would take an issue of at least $1,000,000 to make it feasible economically.

The agency also talked to a leading investment banker about a similar loan, but privately placed. What the agency was interested in was a commitment which would permit it to draw $100,000 or $200,000 from time to time at a guaranteed rate of interest. The loan could have been made, but Gardner figured that interest would come to nearly 8%. Also, the banker wanted a share in the profits—perhaps as high as 25% over and above the interest.

■ Charles E. Claggett, Gardner's president, recalls wryly that conventional money sources "were aghast at the small amount of capital and rapid turnover" in the agency business.

As an example of capital turnover, here are the figures for Gardner in 1959, compared with some of its major clients:

	Dollars of Sales for Each Dollar of Market Value of Stock
Gardner	$32.49*
Pet Milk	4.68
Anheuser-Busch	2.87
Ralston-Purina	1.89
Procter & Gamble	.74
Monsanto	.63

*In 1960, if the estimates were accurate and the recommendations followed, the Gardner figure would be $29.45.

■ In the financial negotiations, Gardner had the assistance of Lewis B. Stuart, who had recently retired as exec vp of Ralston-Purina. It also had the assistance of Ira Rubel. It knew—on the basis of comparisons with other agencies—that $29.45 would place it well within the top group of agencies.

Capital Turnover for Gardner, 15 Other Agencies

	Dollars of Billing for Each Dollar of Capital
Kenyon & Eckhardt	$40.48
Cunningham & Walsh	38.61
Fuller & Smith & Ross	30.12
*Gardner (Est. 1960)	29.45*
Dancer-Fitzgerald-Sample	27.02
McCann-Erickson	27.02
Needham, Louis & Brorby	23.47
D'Arcy Advertising Co.	23.25
Compton Advertising	22.07
J. Walter Thompson Co.	20.49
Young & Rubicam	19.53
Campbell-Mithun	19.01
Batten, Barton, Durstine & Osborn	18.62
Campbell-Ewald Co.	17.63
Leo Burnett Co.	14.36
N. W. Ayer & Son	10.91

*If recommendations are adopted.

Ira Rubel had previously said that an agency ought to have a minimum of 1.67% to 2.08% of a year's billing in permanent capital; a maximum in his opinion would be 4.17%. It was Rubel who set the 3.5% ratio: He thought 2.08% of a year's billing adequate for working capital.

But because of Gardner's fixed investment in New York and the likelihood of expansion and because of "substantial fixed assets, particularly leasehold improvements [Gardner had recently renovated the St. Louis office, and plans to expand to another floor this fall] it is indicated that working capital may be equal to approximately 60% of your total capital requirements. Therefore, if 2.08% of a year's billing represents working capital requirements, then *total capital required* is 3.47% (100/60 of 2.08%)."

Again, Gardner would fall in the top group of agencies in a lower segment.

Agencies' Equity Capital as % of Billing

N. W. Ayer & Son	9.16%
Leo Burnett Co.	6.96
Campbell-Ewald Co.	5.67
Batten, Barton, Durstine & Osborn	5.37
Campbell-Mithun	5.26
Young & Rubicam	5.12
J. Walter Thompson	4.88
Compton Advertising	4.53
D'Arcy Advertising Co.	4.30
Needham, Louis & Brorby	4.26
McCann-Erickson	3.70
Dancer-Fitzgerald-Sample	3.70
Recommended for Gardner	3.50
Fuller & Smith & Ross	3.32
Cunningham & Walsh	2.59
Kenyon & Eckhardt	2.47
Average	4.75%

The Financial Goals

Mr. Claggett is firm in the opinion that it is a great mistake for an agency to be over-capitalized. The point being that there is no particular need for a large amount of capital, considering the rapid turnover, and that a large bank account provides little except modest interest, taxable at 52%.

■ Anyhow, what Gardner needed immediately was about 40% more capital to take care of growth and replacement of stock, and, in about five years, additional capital in an amount more than it now has to take care of growth, plus nine times as much stock replacement as is contemplated this year. This tabulation summarizes the situation:

Estimated Capital Requirements

(000 omitted)

	1960	1965
Billing	$44,400	$66,600
Optimum Capital	1,554	2,331
Capital 1/1/60	1,157	1,157
Capital for growth	397	1,174
Stock to be replaced*	92	829
Total Add'l Capital	489	2,003

*Based on 5-year average of employe terminations plus known stock turned in by people reaching 60. Of the stock to be replaced during 1960, the agency had repurchased $52,000 when this table was drawn.

The agency figured it would get $109,000 of the $489,000 it needed in 1960 from retained earnings, and $1,134,000 of the $2,003,000 it needed in 1965 from retained earnings. Accordingly, $380,000 in 1960 had to come from sales of stock, and $869,000 from the sale of stock in 1965.

The Stock Dilemma

There may very well be no thornier question in the agency business than who should own stock and how much they should pay for it. Gardner took a number of interesting approaches to the subject:

Mr. Gardner's memo stressed a basic problem in agency stock—"Your ability to sell additional stock depends to a substantial degree on how attractive that stock is. That is—how much earnings do you retain, and what dividend is paid. You can't say you will sell no stock and use only retained earnings. You can't retain enough earnings to support really substantial growth. You can't say, either, you will only sell stock and forget about retained earnings. If there are no earnings, you can't sell the stock."

The solution, in the opinion of the agency, is that the stock must command a 12.5% return. That is, a combination of dividends and appreciation equaling 12.5%. Mr. Gardner had perused the records, and decided that where returns of less than 12.5% had been reported, demand for stock had fallen off.

Who May Buy Stock?

Gardner's thinking on the subject of the stock offering was governed by several factors.

1. It was felt that every member of the top management team should have a substantial personal investment in the agency.

2. It was felt that people on comparable levels of responsibility should have approximately equal stock ownership.

3. It was felt that the process of ownership should start early in a man's career and should increase as his responsibilities increased.

- A rough rule-of-thumb: A man should own stock equal in value to about one year's salary.
- One obvious hitch: Many of the younger people didn't have the money, being wallet-deep in buying houses and raising families.

■ The agency had the option of advancing the money to buy the stock, getting it back through payroll deductions, with the disadvantage that the company doesn't get the full amount of capital until the end of the deduction period. Or—and more desirably—it could guarantee a bank loan to the individual, with the individual paying the bank.

The minimum subscription would be $5,000; subscribers would be asked to pay 10% down, 15% in the first and second years, 20% in the third, fourth and fifth years. The subscriber would get voting and dividend rights immediately.

From the agency's viewpoint, the only source of possible stock sales were (1) Gardner employes and their families; (2) the agency's pension and profit-sharing trusts; and (3) outsiders.

Outsiders were out—the agency wasn't interested in absentee ownership.

■ Who would be invited to buy stock?

Rubel had advised clients that (1) only people who are making permanent, valuable contributions to the agency should be permitted to be stockholders; (2) as a rule of thumb, 10% of employes should be shareholders; (3) with rare exceptions, new employes shouldn't be permitted to buy stock.

Industry practice varies and is kept reasonably secret. In 1959, AA reported 18.9% of Kenyon & Eckhardt employes were stockholders; 13.1% for BBDO; 9.1% for J. Walter Thompson Co.; 7.7% for Ted Bates & Co.; 6.3% for Foote, Cone & Belding; 3.1% for Young & Rubicam; and 1.3% for Grant.

In that year, Gardner had 23.7% of its employes as stockholders. Earlier, a Four A's survey in 1953 showed for agencies of all sizes that the maximum stock ownership among the group was 56% of employes, the minimum 2%, and the average 17.6%. At the time of the report, 92% of Gardner stock was owned by 54—or 14%—of the employes.

For Gardner employes who bought the deal, a typical situation would look like this (with the growth factors based on hope and experience):

Gardner employe subscribes $10,000, or 242 shares, at $41.32 a share:

Down Payment	$ 1,000
Deductions	9,000
Interest (6%)	1,440
	$11,440
Less Div. @ 5% of Book value	2,916
Net Cost	$ 8,524
Est. 1965 value	17,865
Est. Appreciation	9,341

Mr. Claggett figures that about 10% of the agency stock was involved in this kind of purchasing. The issue was oversubscribed.

(Continued on Page 80)

4 well-known "facts" about Washington
none of which is true!
2. It's isolated - too far away

Cundall Mrs. Harris Harris Botsford Johnston Clark Lee Adams

NORTHERN CALIFORNIA FOUR A'S—*All was not work at the fourth annual seminar of Northern California council of the American Assn. of Advertising Agencies. Alan Cundall, Guild, Bascom & Bonfigli, discussed his use of illustrated blow-up in an ad during the reception with Mr. and Mrs. King Harris, west coast division, Fletcher Richards, Calkins & Holden. Council officials talking over the creative seminar were David Botsford Jr., Botsford, Constantine & Gardner, council chairman; and T. Milburn Johnston, Campbell-Ewald Co., council secretary-treasurer. Harry A. Lee, J. Walter Thompson Co., council vice-chairman, congratulates James W. Clark, Gerth, Brown, Clark & Elkus, who presided over the second half of the seminar, and E. A. Adams, director, Art Center School of Los Angeles, one of the speakers.*

How Gardner Figures Employment Will Grow as Billings Increase Nearly Threefold, to $75,000,000 . . .

At the time this projection was made, a little more than a year ago, H. S. Gardner Jr., treasurer of the agency, worked with data drawn from Advertising Age billings reports to compile these figures. He found that Gardner had 10 employes per $1,000,000 of billing in New York and St. Louis combined in 1959; he calculated that at $75,000,000 in billing it would have 8.44 employes per $1,000,000. He noted that in 1958 agencies in AA's report who billed $25,000,000 or more had 9.95 employes per $1,000,000 of billing on the average; in 1959 the ratio had dropped to 9.55. He noted that in 1958, 19 agencies showed ratios of 10 or more, while 25 were below 10; in 1959, 14 agencies showed ratios of 10 or more, while 18 were below 10. Of the 29 agencies appearing in the list in both years, 19 reduced the number of employes per $1,000,000, while only 10 showed increases in the number of employes.

Agency Personnel Required at Various Levels of Billing

Tabulated by Staff (St) and Clerical (Cl)

(000,000 omitted)

	Gen. Exec.		Acct. Group		Creative		Media		Research		Acctg.		Home Ec.		Int. Cont.		Library		Off. & Pers.		Prod.		---------Totals---------			
Billing	St	Cl	St	Cl	St	Cl	St	Cl	St	Cl	St	Cl	St	Cl	St	Cl	St	Cl	St	Cl	St	Cl	Staff	Clerical	Combined	Per Mill.
'59 $27.5	5	4	38	19	56	12	20	17	14	7	5	16	4	2	8	4	1	4	4	18	3	9	158	112	270	9.82
$30	5	4	39	19	61	13	23	19	15	7	5	16	4	2	8	4	1	4	4	19	3	9	168	116	284	9.47
31	5	4	40	20	63	13	24	20	15	7	5	16	4	2	8	4	1	4	4	19	3	9	172	118	290	9.35
32	5	4	40	20	65	14	25	22	15	8	5	16	4	2	8	4	1	4	4	20	3	9	175	123	298	9.31
33	5	4	41	20	67	14	26	23	16	8	5	16	4	2	8	4	1	4	4	21	3	9	180	125	305	9.24
34	5	4	41	20	69	15	28	24	16	8	5	16	4	2	8	4	1	4	4	21	3	9	184	127	311	9.15
35	5	4	42	21	71	15	29	25	17	9	5	17	4	2	8	4	1	4	4	22	3	9	189	132	321	9.17
36	5	4	43	21	73	16	30	26	17	9	5	17	4	2	8	4	1	4	5	22	3	9	194	134	328	9.11
37	5	4	43	21	75	16	31	27	17	9	5	17	4	2	8	4	1	4	5	23	3	9	197	136	333	9.00
38	5	4	44	22	77	17	33	28	18	9	5	17	4	2	9	5	1	5	5	23	3	10	204	142	346	9.11
39	5	4	44	22	79	17	34	29	18	10	5	17	4	2	9	5	1	5	5	24	3	10	207	145	352	9.03
40	5	4	45	22	81	18	35	30	19	10	5	17	4	2	9	5	1	5	5	24	3	10	212	147	359	8.98
41	5	4	45	22	83	18	36	32	19	10	5	17	4	2	9	5	1	5	5	25	3	10	215	150	365	8.90
42	6	4	46	23	85	19	38	33	20	11	5	18	4	2	9	5	1	5	5	26	3	10	222	156	378	9.00
43	6	4	47	23	87	19	39	34	20	11	5	18	4	2	9	5	1	5	5	26	3	10	226	157	383	8.91
44	6	4	47	23	89	20	40	35	20	11	5	18	4	2	9	5	1	5	5	27	3	10	229	160	389	8.84
45	6	4	48	24	91	20	41	36	21	11	5	18	4	2	9	5	1	5	6	27	3	10	235	162	397	8.82
46	6	4	48	24	93	21	43	37	21	12	5	18	4	2	9	5	1	5	6	28	3	10	239	166	405	8.80
47	6	5	49	24	95	21	44	38	22	12	5	18	4	2	9	5	1	5	6	28	3	10	244	168	412	8.77
48	6	5	50	25	97	22	45	39	22	12	5	18	4	2	9	5	1	5	6	29	3	10	248	172	420	8.75
49	6	5	50	25	99	22	46	40	22	12	5	19	4	2	10	6	1	6	6	29	3	11	252	177	429	8.76
50	6	5	51	25	101	23	48	42	23	13	6	19	4	2	10	6	1	6	6	30	3	11	259	182	441	8.82
51	6	5	51	25	103	23	49	43	23	13	6	19	4	2	10	6	1	6	6	31	3	11	262	184	446	8.75
52	6	5	52	26	105	24	50	44	24	13	6	19	4	2	10	6	1	6	6	31	3	11	267	187	454	8.73
53	6	5	53	26	107	24	51	45	24	14	6	19	4	2	10	6	1	6	7	32	3	11	272	190	462	8.72
54	6	5	53	26	109	25	53	46	25	14	6	19	4	2	10	6	1	6	7	32	3	11	277	192	469	8.69
55	6	5	54	27	111	25	54	47	25	14	6	19	4	2	10	6	1	6	7	33	3	11	281	195	476	8.65
56	7	5	54	27	113	26	55	48	25	14	6	20	4	2	10	6	1	6	7	33	3	11	285	198	483	8.63
57	7	5	55	27	115	26	56	49	26	15	6	20	4	2	10	6	1	6	7	34	3	11	290	201	491	8.61
58	7	5	55	27	117	27	58	50	26	15	6	20	4	2	10	6	1	6	7	34	3	11	294	203	497	8.57
59	7	5	56	28	119	27	59	52	27	15	6	20	4	2	11	7	1	7	7	35	3	12	300	210	510	8.64
60	7	5	57	28	121	28	60	53	27	16	6	20	4	2	11	7	1	7	7	36	3	12	304	214	518	8.63
61	7	5	57	28	123	28	61	54	27	16	6	20	4	2	11	7	1	7	8	36	3	12	308	215	523	8.57
62	7	5	58	29	125	29	63	55	28	16	6	20	4	2	11	7	1	7	8	37	3	12	314	219	533	8.60
63	7	5	58	29	127	29	64	56	28	16	6	21	4	2	11	7	1	7	8	37	3	12	317	221	538	8.54
64	7	5	59	29	129	30	65	57	29	17	6	21	4	2	11	7	1	7	8	38	3	12	322	225	547	8.55
65	7	5	60	30	131	30	66	58	29	17	6	21	4	2	11	7	1	7	8	38	3	12	326	227	553	8.51
66	7	6	60	30	133	31	68	59	30	17	6	21	4	2	11	7	1	7	8	39	3	12	331	231	562	8.52
67	7	6	61	30	135	31	69	60	30	17	6	21	4	2	11	7	1	7	8	39	4	12	336	232	568	8.48
68	7	6	61	30	137	32	70	62	30	18	6	21	4	2	11	7	1	7	8	40	4	12	339	237	576	8.47
69	8	6	62	31	139	32	71	63	31	18	6	21	4	2	12	8	2	8	9	41	4	13	348	243	591	8.57
70	8	6	63	31	141	33	73	64	31	18	6	22	4	2	12	8	2	8	9	41	4	13	353	246	599	8.56
71	8	6	63	31	143	33	74	65	32	19	6	22	4	2	12	8	2	8	9	42	4	13	357	249	606	8.54
72	8	6	64	32	145	34	75	66	32	19	7	22	4	2	12	8	2	8	9	42	4	13	362	252	614	8.53
73	8	6	64	32	147	34	76	67	32	19	7	22	4	2	12	8	2	8	9	43	4	13	365	254	619	8.48
74	8	6	65	32	149	35	78	68	33	19	7	22	4	2	12	8	2	8	9	43	4	13	371	256	627	8.47
75	8	6	65	32	151	35	79	69	33	20	7	22	4	2	12	8	2	8	9	44	4	13	374	259	633	8.44

(Continued from Page 79)

Enter the Funds

But to raise the amount of money Gardner was planning wouldn't be possible through stock sales to 10%-15% of employes. The larger part of the initial stock offering would be picked up by Gardner's profit-sharing and pension funds. By 1965, stock sales to employes would be more than purchase of stock by the funds, but by that time the funds—in Mr. Claggett's phrase—would "have practical control" of the agency.

Here's the arithmetic:

	1960	1965
Add'l Capital	$489,000	$2,003,000
From Retained Earnings	109,000	1,134,000
Sale of Stock (Est.)	380,000	869,000
Sale to Trusts (funds)	208,000	434,000
Sale to Employes ..	$172,000	$ 435,000

The emergence of the profit-sharing and pension trusts as elements in ownership of the agency is, of course, regulated by the Internal Revenue Department. At the moment, stock owned by the trusts amounts to about 10% of their assets, and this may rise to 15% in later years, depending on application to the Bureau of Internal Revenue.

The control of the agency by the trusts, when it finally comes about, is a corollary. The important thing is that the agency stock represented an ideal investment from a yield and growth standpoint for the trusts. Also, participants in the trusts become indirectly beneficial part owners of the agency. Finally, the sale of stock to the trust results in having a smaller floating supply of stock outstanding, and makes transfer of ownership of the company easier.

Because both profit-sharing and dividends come from agency profit, the agency has had a long second look at some possible consequences of the purchase. Mr. Gardner's memorandum makes the point clear:

"Most leading agencies have a profit-sharing plan, and of course the formula used can have a definite effect on the net profit. The profit sharing trust is important, because the contribution to it is usually the largest single item of expense susceptible to substantial changes."

■ Looking over the operating results at the end of 1959, Mr. Gardner thought that perhaps the present profit-sharing formula was "too generous" to the stockholders. Other years showed a close resemblance to the 12.5% target, as did the projection for 1960. He went on to say, however, that if earnings close to those of 1959 become normal, further liberalization of the profit sharing formula" would be recommended.

He also thought that a flexible profit sharing formula might be worth considering, with the board determining the size of each year's contribution to the profit sharing trust. It was noted that this type of plan is now permissible, but that the Keogh bill included a requirement for definite contribution formulas.

Long Term Effects

Mr. Claggett points out that the gradual shifting of stock control in the agency to the pension and profit-sharing trusts would mean in effect that the trustees run the agency. He thinks this is sound, commenting, "Agency management should consist of people with ability to manage, not people with ability to buy stock."

In other words, Gardner hopes to lodge its future management with people with managerial talent, not people who, at a given point, could buy more stock than others.

Another unusual feature of the Gardner plan is the method of stock liquidation. At age 60, each stockholder must start retiring his stock at 20% a year. This has the advantage—in the agency's view of letting the stockholder gradually reinvest elsewhere, and also of letting the agency plan on stock re-purchase, in order to absorb it gradually.

The stockholder, Mr. Claggett emphasized, gets book value for the stock under repurchase, without any "added value for good will." He bought it the same way.

■ But the value to the agency is spelled out in Mr. Gardner's memorandum:

"The company is not suddenly confronted with picking up a large block of stock, but, on the other hand, can plan far ahead. For example, in 1961 we will, under this policy, buy back 620 shares of stock, which we know we can then sell to our young people."

Through these measures, Gardner believes it has solved the problem of where money to grow with will come from, and how to retain and transmit agency ownership. #

"Send me a man who reads!"
INTERNATIONAL PAPER
INTERNATIONAL PAPER

Richard C. Doane, Chairman of International Paper Company, comments on the power of reading . . . and advertising.

"Reading is essential...men who read more buy more"

"Our own advertising, which says: '*Send me a man who reads,*' has generated requests for half a million reprints in less than six months. This vividly demonstrates the power of—and interest in—the Printed Word.

"Of course, only certain men respond to a message like this. But they are the very ones we want to reach, the men in command. The beauty of advertising in print—where 75 per cent of the total is today—is that it selects just such readers.

"If you have goods or services to sell, I commend to you the power of the printed page. For men who read are generally those in a position to buy."

McGraw-Hill
PUBLICATIONS
McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Reader Praises Timken Ads for Placing The Nation Above Self

To the Editor: Your May 8 issue carried a letter by Jack Godler attacking Timken Roller Bearing Co. for its public service ads now under fire from the Internal Revenue. His puerile diatribe accuses Timken of mixing politics with business and says in effect that anyone who thinks resisting socialism will "create a more favorable climate for business operations" is "naive." Anyone who believes that fighting inflation or opposing crooked unions will help Timken's business operations is also naive, according to Godler.

Reader Godler is more than naive . . . he would flunk the most elementary course in logic. It is not business which has intruded itself into politics but rather the egghead bureaucrats who are constantly intruding politics into business . . .

According to the faulty line of reasoning espoused by Mr. Godler it is necessary business expense to advertise a particular product for sale. However, if discriminatory taxes, run-away inflation or corrupt unions threaten the company's very existence then defending itself against such ultimate calamity is not necessary business expense . . .

Timken has just as much right to run ads alerting the public to cancerous growths that would destroy our economy, as life insurance companies have a right to advertise against the dangers of disease. Each can have a direct and ruinous effect upon the advertiser . . .

Rather than being persecuted Timken should be praised for placing the good of the nation before short range selfish gain. Every thinking member of the advertising industry should rise up in defense of this company and others who defend the right of moral conviction against the tyranny of economic censorship . . .

Robert L. Munger,
Director of Public Relations and Advertising, North Hollywood Federal Savings, North Hollywood, Cal.

• • •

Maxon Inc. Is Victim of Two Inaccuracies in PPG Items

To the Editor: In connection with our services as an agency to the Pittsburgh Plate Glass account in Pittsburgh, there are two inaccurate statements in recent issues of your publication.

In the May 22 issue, Page 1, under the box column headed "Last Minute News Flashes," the second article refers to the solicitations for the glass division's account.

It is reported here that among other agencies which made presentations for this business, Maxon Inc. was one of these and now has been eliminated by the client. This is inaccurate.

Also, in the May 8 issue, Page 10, there is a report regarding the co-sponsorship of NBC's "David Brinkley's Journal" for Pittsburgh Plate Glass through BBDO. This is inaccurate.

Here are the facts:

1. We, Maxon Inc., have been agency of record for the paint division account of Pittsburgh Plate Glass Co. for over 20 years and still continue in this relationship.

2. We were invited by this client to solicit their glass division's account and we declined.

3. In connection with the recent signing of three NBC television shows, "David Brinkley's Journal," Robert Taylor's "The Detectives" and "Laramie," these shows were signed up for Pittsburgh Plate Glass Co. by Maxon Inc. . . .

4. As you know, in the Pittsburgh Plate Glass Co. operations, there are three distinct advertising accounts: The glass division; the paint division, which we have held for over 20 years; and the corporate advertising account.

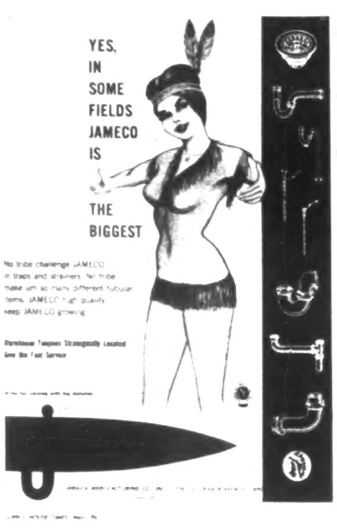
5. We will agree that a certain amount of confusion can exist since the name of the entire corporation is known as Pittsburgh Plate Glass Co. and all announcements are usually made under the corporate name, whether they pertain to their glass business or their paint business or their corporate account . . .

Arthur E. Wible,
Vice-President, Assistant to the President, Maxon Inc., Detroit.

• • •

Shades of Col. Springs

To the Editor: Please add this


YES, IN SOME FIELDS JAMECO IS THE BIGGEST
No tribe challenge JAMECO in traps and strainers. No tribe make um so many different tubular items. JAMECO high quality keep JAMECO growing

to your collection of "Advertising We Can Do Without."

John A. North Jr.,
Bozell & Jacobs, Hartford.

• • •

Are Readers' Comments on 'Life' Ad Getting Out of Hand?

To the Editor: Most advertising men don't know a damn about poker [AA, May 15].

This is one of a number of things their neighbors know about them, and add up against them in surveys.

An advertising man would rather talk and write gracefully barbed letters than play cards anyhow. Except for gin, which is effete, as any real man will tell you.

It is obvious to anyone who knows that the man with six cards in the *Life* ad is the dealer. This is Rule No. 1 in poker—every hand must have a dealer. Two things prove he is the dealer:

One, he has just picked up his hole card to have another look at it (a ruse to gain time while he covertly studies the other hands). Up til now he has been busy dealing and hasn't been able to take his right which is one last look at his down card before the betting. Naturally, the others have already looked at theirs; they did this while he was dealing to them. Further, the high hand to the left is patiently waiting to open the betting, but, of course, will not do this until the dealer has had ample time to study his situation (and maybe give it away by the expression on *his* face).

Two, it is, indeed, the hole card that he is looking at (as *Life* says in the copy) because the rules of stud do not permit you to pick up any other card except the hole card, from the table. Another thing, he is not revealing this card, he is holding it toward him protectively which proves it is his concealed card. Now—as to the face down card under his hand—is there any reason why this cannot be *not one card, but the balance of the deck*? After all, if the deck is neatly stacked and it is brand new and almost half of it is dealt out, why should we be able to tell how many cards are actually under it? Especially from the angle of the shot.

True, this dealer of *Life's* should have placed the deck further away from his hand when he was through with the deal. But we can only assume that this is a friendly game.

Where, or where, are the real, poker-playing men of yesterday?

Elaine Dale,
Hollywood.

• • •

Allegheny's 'Commuter Express' Idea Goes Traveling

To the Editor: How new is a new concept? In a *New York Times* ad on April 24, announcing its "Air Shuttle" between New York and Washington and Boston, Eastern Air Lines called the service "a new concept in commuter air travel."

A year and a half earlier, in October, 1959, Allegheny Airlines introduced an almost identical service (no reservations needed, no counter check-in, on-plane ticketing, sizable fare discounts) between Philadelphia and Pittsburgh. In newspaper ads, radio spots and folders at that time, we called it "a new concept in air commuter travel"—which it was then but hardly is now.

Extremely popular on its original route, the same special Allegheny service was extended last year to the Philadelphia-Providence-Boston run.

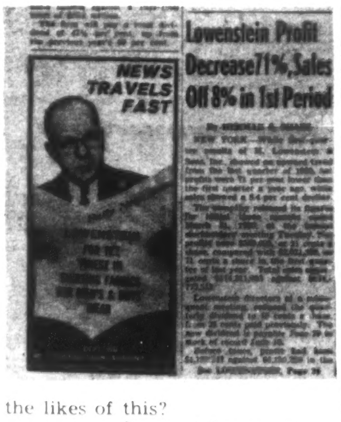
Eastern's 1961 "Air Shuttle" confirms the accuracy of a prediction made in Allegheny's 1959 announcement folder: "We believe that new procedures introduced on our Time-Saver Service (*now called Commuter Express*) will pioneer a trend toward convenience and speed at the airport . . . for passengers of Allegheny *and* other airlines."

George N. Lucas,
Copy Supervisor, Van Sant, Dugdale & Co., Baltimore.

• • •

Bad News Travels Fastest

To the Editor: For disastrous juxtaposition, have you ever seen



NEWS TRAVELS FAST

Lowenstein Profit Decrease71%, Sales Off 8% in 1st Period

the likes of this?

Bernard Lawrence,
New York.

• • •

Planned Obsolescence Perils U. S. Security, Designer Says

To the Editor: I blush for our profession on reading the Lippincott & Margulies story featured recently in your publication.

Planned obsolescence is not only ruining the reputation of our profession because of a few, but it is even endangering our national security. As designers, we are constantly working with engineers and if the infection of those operating on the basis of planned obsolescence becomes contagious with the engineers who are responsible to a great extent for the safety of our nation, then we have lost many a battle before it has even started.

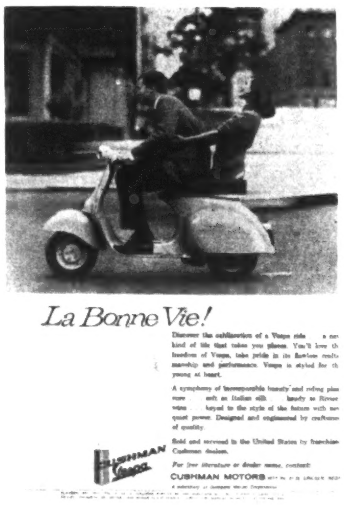
It is my firm belief that designers who are incapable of turning out a masterpiece of classic form retreat to and propagandize planned obsolescence as a cover for inadequacy.

Jack Waldheim,
Waldheim-Koepke Associates, Milwaukee.

• • •

Vespa Ad Leaves Him Starving

To the Editor: Being interested in buying the item pictured in the enclosed ad, I was quite happy



(both for myself, and for the advertiser) to find it taking up Page 1 of a recent issue of *Playboy*. Hurrying past a really nothing headline, I hungrily devoured the copy . . . and came up starving. Said copy could just as well caption some other product, say, an American car, for all it says about the product, in this case the Vespa motor scooter. Why, it doesn't even say that much (*i.e.*, that it is a motor scooter). Nor have I any intention of writing to Nebraska for additional info. They might send me more of same.

You'd think the advertiser would have caught on to the style of advertising (*i.e.*, informative) now popular for this sort of product. Price? Power? Fuel? Consumption? Speed? Motor? In the entire page none is mentioned. And this is no ordinary page. It is Page 1 . . . the opening page . . . of *Playboy*. What a waste.

But maybe I'm wrong (said he, naively). Maybe this is just an introductory ad, and the next one will tell me something . . . anything . . . about Vespa. We'll see.

Norman Muchnick,
Brooklyn.

• • •

Telephone Ads Boost Use, Help Lower Monthly Bill

To the Editor: A hasty rebuttal, if you please, to the thoughts expressed by M. H. Banner in the letter headed "Telephone Ads Seem Purposeless to Him" in AA, May 8, delayed long enough to locate the Feb. 4 *Saturday Evening Post* and re-read the ads in question.

If "The boot's best friend" were criticized as being corny, saccarine, stereotyped, those points might be deftly bolstered. Some called "The kid in upper four" corny; many others termed it memorable. This is no "upper four" effort but it could be meaningful as hell to thousands (millions?) with kids who are or have been or will be in service.

As for "Where was the Bell Telephone System?" there may be enough fumble-thumb kit-builders and model-makers and science-minded persons of both sexes and various ages to be reached by that message and grasp the thought that

FÖRST*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

*FÖRST means FIRST in Danish

TAKE

over more sales in Winston-Salem . . . where industry is expanding . . . where business is good. Noted for its "growth-type" blue chip industries, here's a market with over 75 million dollars in new industrial expansion now going into operation. Here is growth . . . here is employment . . . here is good business.

COVER

this hustling market through the Journal and Sentinel . . . with its more than 100% penetration in the Metropolitan Area . . . plus over 70% penetration in the Journal and Sentinel's 11-county trading area. Here's coverage of people who have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM
JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

telephone service is more than a link to the drug store, and maybe phone service is made better by related Bell electronic advances.

But this, if critical, relates to the effectiveness of the advertisements referred to. Mr. Banner's critique, it seems, is not on this point but rather one of negating the basic purpose of advertising. Mr. Banner states, "We have no choice as to which company we patronize. There is no competition for our dollar, so why the ads?" . . .

Mr. Banner obviously deplores waste, and with that we must agree. But sometimes we are inclined to overlook a less conspicuous form of waste, and one for which there is no salvage value. *This is in the non-use of existing facilities.* The hotel room that is vacant, the railroad coach that travels empty, the telephone circuits not used—aren't these a waste of services available that would benefit those who could use them? Can they be sold tomorrow to make up for non-use today? Possibly "yes" as far as an individual buyer is concerned, but the seller of these services cannot add today's unsold availabilities to increase tomorrow's capacities to serve . . .

H. J. Bendinger,
Advertising Control, *Milwaukee Journal.*

• • •

To the Editor: . . . All public utility advertising is predicated on one or more of these purposes: To inform the public on the best use of the service; to increase sales of the service; to inform the public about the company and its plans (which the Bell ad, captioned "Where was the Bell Telephone Friday, August 12, 1960," certainly does); to improve the company image, which reflects in better employe morale and helps attract new employes; to encourage area development; and to attract investors' money and confidence . . .

The phone people have a very definite consumer product to sell in long distance calls, new style instruments, color instruments, extensions, private lines, etc., and are endeavoring in their ads to have you and me spend our funds for these rather than for some other product or service . . .

Following Mr. Banner's line of reasoning, why don't *all* of *his* clients cease advertising so that the cost of *their* goods and services might be reduced. It makes just as much sense as his reasoning about utility advertising. But, he certainly wouldn't like this, would he?

I certainly am glad to know of an agency that "creates only direct approach ads that pay their own way" and to know that he is wasting none of his clients' money. I would certainly like to see some of his samples to see if it is true that I wouldn't have to "hunt for an ad's purpose" in his masterpieces.

Virgil S. Price,
Manager, Advertising and Publicity, Tampa Electric Co., Tampa.

• • •

Tyler's Choice Rings Bell with Society for Crippled Children

To the Editor: We were delighted with Mr. Tyler's selection of the advertisement prepared for us by Leo Burnett Co. as one of the ten best ads for March.

This is a wonderful help to crippled children . . .

Catharine Bauer,
Director of Public Relations, National Society for Crippled Children & Adults, Chicago.

• • •

Burnett's Words Live On

To the Editor: Five or six years ago Advertising Age published the complete text of a speech by Leo Burnett in which he spoke of what he had learned in 40 years (or was it 30?) in the advertising business.

This speech had been delivered at an ad agency convention immediately prior to your publication of it.

I clipped it, filed it and have referred to it on several occasions. Now I find it is missing.

Could you possibly supply me with another copy? I would be happy to pay for it.

Lawrence S. Covington,
Lawrence S. Covington Advertising Agency, Kansas City.

The speech to which Mr. Covington refers appeared in the Nov. 7, 1955 issue of AA. We dug up a copy for him, but no others are available.

• • •

Art Director's Star in Ascendant, Art Director Says

To the Editor: The stodgy editors of the *LHJ* have their heads-in-the-sand when they deprecate *McCall's* strategy of "turning the magazine over to the art directors" (AA, March 6). The fact is that since this policy, *McCall's* has, in the short space of a couple years, come from a so-so performer to overtake a leader long dominant in the field. And just about every art director in the business is inspired by this outstanding success of Otto Storch and company. And if, as the Goulds insist, *LHJ* retains more excellent words and editorial content, it is even more to the credit of *McCall's* art directors that they can present less excellent materials in a more attractive way and achieve greater sales.

As art directors we don't presume to be the final judge on words and verbal ideas, nor do we believe that it's only the art that counts. But give us confidence in the visual area, where by training and experience we prove ourselves to be expert, and we can do a lot for writers and management in creative communication.

The refinement of printing in mass publications in recent years is a factor not too often noticed that has contributed to the art director's increasing importance. Amazing tolerances on high speed presses have given our magazines exceptional reproduction qualities. Also continuing progress in color photography and print control offer a versatility that the talented art director can best employ.

A parallel example in agency art direction success is shown at Doyle Dane Bernbach. McCann-Erickson and Campbell-Ewald have noticeably given art directors a pretty strong hand. And the revolution is showing at BBDO, and apparently under way even at J. Walter Thompson.

The overbearing confidence of the Gould editors is somewhat discredited by the coincidental announcement of the hiring of a new art director!

Richard A. Huff,
Art Director, General Motors Photographic, Detroit.

• • •

Public Has Cast Its Vote for Cowboys on Television

To the Editor: Is the public a "Vulture for Culture"? .

The new FCC demands for more culture and fewer cowboys in tv programming are additional proof of the swivel-chair thinking which takes place in Washington. If Chairman Minow of the FCC will take a month to follow the ratings of his choice, he will find that the public has, by free choice, cast its vote for the cowboys. He will further find that this is true, when cowboys are offered vs. culture, in most instances.

Next, this media purge may include newspapers, which would be provided with column-inch requirements, or allotments, involving national affairs, foreign affairs, sex and funnies.

It's all very funny. Or is it?

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

Publishers!
SYNDICATED PUBLICATIONS OUR PRINTING SPECIALTY
. . . has been since 1898!
If you require a magazine, brochure or similar mailing piece printed with change of name, address and ads call George Rosenberg, Canal 6-6782 or write
Publication Printers
295 Lafayette Street, New York 12, N.Y.

PBC
is proud
to be in
Broadcasting

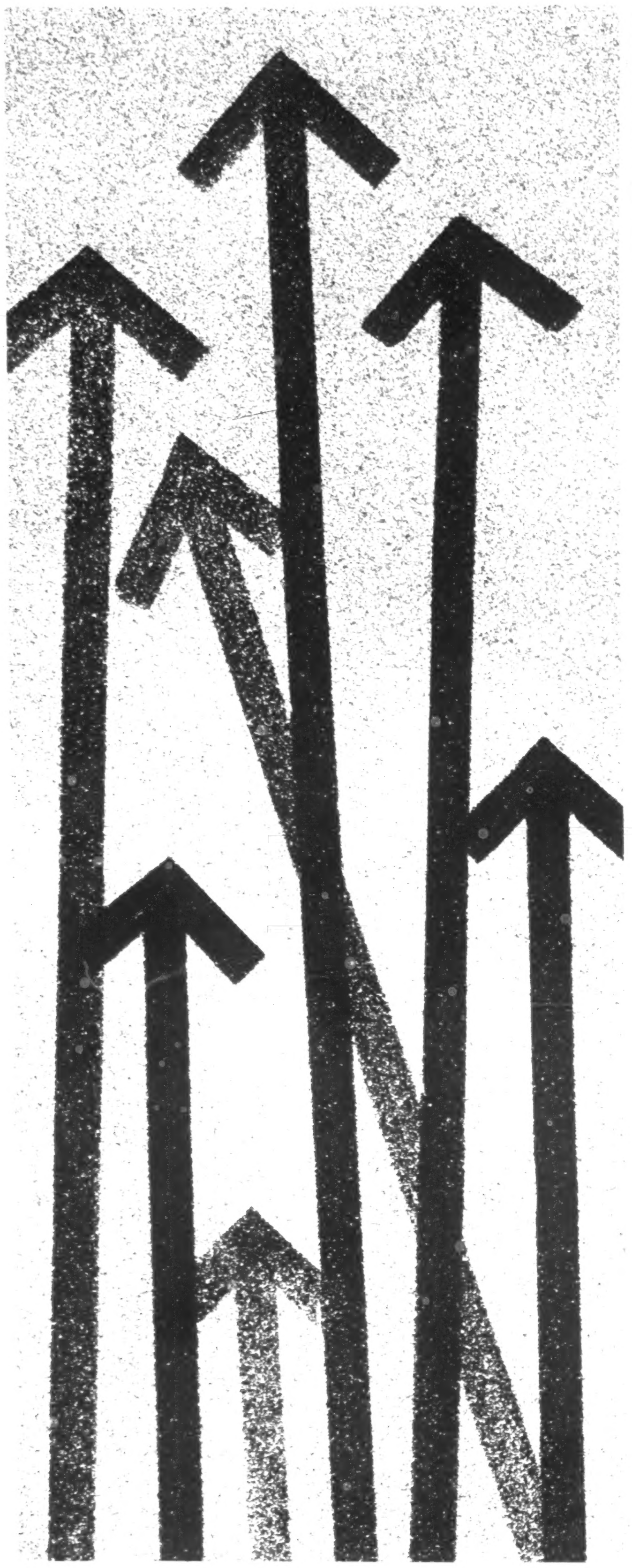
Broadcasting is the industry that in one evening brought Shakespeare to more people than had ever before participated in this experience. Broadcasting has often made a magnificent contribution in the areas of public discussion, and personalities from all over the world have been brought to its microphones and cameras. This is the industry that presents great orchestras, fine plays, great entertainment, play-by-play accounts of exciting athletic contests, outstanding news events the moment they happen, invaluable assistance in emergencies, and a thousand other programs which are enlightening, desirable, and which offer new hope amidst the sometimes tawdry and cheap aspects of American life.

Broadcasting is an industry with great power and potential for good. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. **WMMN,** Fairmont, W. Va.
WTTM, Trenton, N. J. **WGAR,** Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio



Advertising in American Builder gets ACTION

just ask . . .

Cunningham Is AFA Chairman, Succeeding Fish

WASHINGTON, May 31—John P. Cunningham, chairman of Cunningham & Walsh, previously vice-chairman of the Advertising Federation of America board, was elected chairman at the conclusion of the AFA annual meeting here today *(See "Adman in the News," on Page 15)*. He succeeds James S. Fish, vp and advertising director of General Mills.

George W. Head, manager of advertising and sales promotion of National Cash Register Co., was elected first vice-chairman, and

AFA Meeting

Edward C. Von Tress, senior vp and director of advertising of Curtis Publishing Co., was named second vice-chairman, a newly created AFA office.

Perry L. Shupert, of Miles Laboratories, was named AFA vp for member companies; J. Kenneth Laird, of Tatham-Laird, was named treasurer; and T. E. Callis, of the *Wall Street Journal*, was named secretary. C. James Proud was re-elected president of the AFA.

■ Other vps elected, as representatives of the councils of advertising clubs, were Burton E. Hotvedt, of the Brady Co., Milwaukee; Clayton Cosse, Dora-Clayton Agency, Atlanta; William W. Kight, of Kight Advertising, Columbus, O.; and Ruth M. Volckmann, of Sawyer-Ferguson-Walker Co., New York.

John Lamb, of Batten, Barton, Durstine & Osborn, Minneapolis, and Melvin Hattwick, Continental Oil Co., Houston, were reelected AFA directors. Other directors named were Clifton Blackmon, of the First National Bank of Dallas; Gerard T. Connors, of the boxboard and folding carton division of Weyerhaeuser Co., St. Louis; Edward C. Donnelly, of John C. Donnelly & Sons, Boston; Charles Farran, of Griswold-Eshleman Co., Cleveland; William Morrisette Jr., Eastern Air Lines, New York; and Harriet Raymond, Celanese Plastics Co., New York.

A variety of awards were presented at the meeting. Walter D. Fuller, retired president and chairman of Curtis Publishing Co.; Stanley Resor, who retired earlier this year as board chairman of J. Walter Thompson Co.; and Edward V. Rickenbacker, chairman of Eastern Air Lines, were given AFA service awards.

■ Barney Link, a pioneer in outdoor advertising and one of the founders of the Outdoor Advertising Assn. of America, who died in 1917, was elected to the Advertising Hall of Fame housed in the New York Advertising Club; so was Harley Procter, of Procter & Gamble fame, who died in 1920 (AA, May 22).

Ann Lander, 17-year-old senior at Thomas Jefferson High School, Dallas, was awarded a $500 cash prize, plus a trip to the AFA convention, as national winner of the high school editorial contest sponsored annually by AFA and member clubs, which this year attracted 85,000 entries.

■ Awards for excellence in promoting public service projects were given to the Oklahoma City Advertising Club and the Milwaukee Advertising Club, with second places going to the Advertising Club of Corpus Christi and the Women's Advertising Club of Chicago for promoting higher standards of honesty and good taste and building better public understanding of advertising. First awards went to the Advertising Club of Richmond and the Advertising Club of Minneapolis, and second awards to El Paso and Dallas.

For excellence in promoting Advertising Week, first awards went to the Advertising Women of Buffalo and the Pittsburgh Advertising Club, and second awards to Shreveport and Dallas.

For excellence in educational activities, first awards went to the Advertising Club of Jacksonville and Advertising Women of New York, and second awards to the Women's Advertising Club of Buffalo and the Advertising Club of Denver. ≠

Williams Goetz Daly Clissold Petrie

BATTING 1,000—*Viewing the series of ads by the X-ray department of General Electric, the only ads to win the Readex 1,000% awards in Hospital Management last year are Walter R. Petrie, advertising and sales promotion manager of the department, and Gordon E. Williams, medical marketing manager; along with Gilbert P. Goetz, account executive, Klau-Van Pietersom-Dunlap, agency for the advertiser; James Daly, Readex assistant to the president; and Walter Clissold, publisher of the magazine. The advertiser registered an unbroken string of top "read with interest" scores in its category of medical ads in the magazine during 1960.*

Kroger Enters Drug Store Field; Plans 10 Outlets

Kroger Co., Cincinnati, will enter the drug store field this year, opening 10 drug stores. Another 20-25 stores will be opened in 1962, the company said. They will be opened adjacent to Kroger or other food stores. Kroger acquired Sav-On-Drugs, New Jersey drug chain, last year, and the company said the name will be used on new drug stores where possible.

Stevens Inc. Adds Berkel

Stevens Inc., Grand Rapids, has added to its creative staff Bruce Berkel, an artist formerly with Aubrey, Finlay, Marley & Hodgson, Chicago.

NBC-TV Changes Rate Policy

NBC-TV, New York, has instituted a new method of applying six months' rate protection on affiliates' rate increases. Under the new policy, now in operation, all advertisers must pay the new rate six months after the increase has been announced. Previously, announcement of new rates were made to become effective on approximately 30 days' notice, with the lower rate applying for six months to sponsors using the station prior to the effective date of the increase. This meant that stations formerly had two rates for advertisers during the period of change.

Salkovits Joins Farson

Zoltan O. Salkovits, internationally known artist, has joined Farson, Huff & Northlich, Cincinnati. A Hungarian refugee, he spent 11 years with McCann-Erickson in Sao Paulo, Brazil, as art director. He most recently was with Gibson Art Co. Known professionally as Xalco, he is a winner of a number of awards in Europe and South America.

Kirshner Expands in Midwest

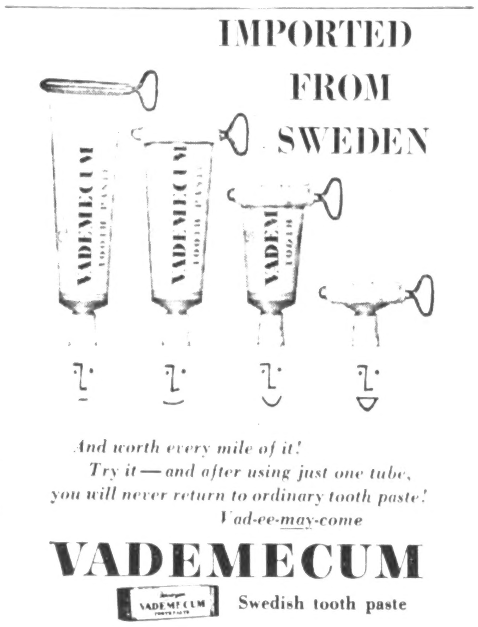
W. N. Kirshner & Associates, Chicago, sales consulting company, has expanded its coverage by appointing representatives in five additional cities—Des Moines, Kansas City, Indianapolis, Columbus and Grand Rapids. The company already has representatives in Milwaukee, South Bend, Rockford, St. Louis and Omaha.

20 Largest Retailers in 1960

Source: Business Week

		Sales (thousands)		Per Cent
		1959	1960	Change
1	Atlantic & Pacific Tea	$5,048,000	$5,250,000*	+ 4.0
2	Sears, Roebuck	4,036,153	4,134,319	+ 2.4
3	Safeway Stores	2,383,011	2,468,973	+ 3.6
4	Kroger Co.	1,911,902**	1,870,290**	− 2.2
5	J. C. Penney Co.	1,437,489	1,468,918	+ 2.2
6	Montgomery Ward	1,223,000**	1,248,994**	+ 2.1
7	F. W. Woolworth	986,214	1,035,293	+ 5.0
8	American Stores	889,452	1,011,489	+ 13.7
9	National Tea	829,518	855,841	+ 3.2
10	Federated Dept. Stores	759,919	785,358	+ 3.4
11	Food Fair Stores	771,000	771,000	—
12	Winn-Dixie	698,190†	739,659*†	+ 5.9
13	May Dept. Stores	683,964	684,839	+ 0.1
14	Allied Stores	679,488	680,492	+ 0.1
15	Grand Union	603,468	604,274	+ 0.1
16	First National Stores	525,351	537,000*	+ 2.2
17	R. H. Macy	489,657†	517,613†	+ 5.7
18	W. T. Grant	479,997	512,687	+ 6.8
19	Jewel Tea	490,978	509,145	+ 3.7
20	Colonial Stores	450,749	445,434	− 1.2

*Business Week estimate. **52 weeks 1960; 53 weeks 1959. †Calendar year basis.


VADEMECUM TOOTH PASTE
VADEMECUM TOOTH PASTE
VADEM TOOTH
VADEMECUM

IMPORTED
FROM
SWEDEN

And worth every mile of it!
Try it—and after using just one tube,
you will never return to ordinary tooth paste!
Vad-ee-may-come

VADEMECUM

Swedish tooth paste

IMPORT—*Small space newspaper ads for Vademecum imported toothpaste show that the tube has a key for uniform rolling.*

Sales, Distribution of Vademecum, Swedish Toothpaste, Keep Rising; Mouthwash Added

PALO ALTO, CAL., May 31—A U.S. ad campaign for Vademecum, a Swedish toothpaste, now about to enter its second year, has stimulated sales increases "from a few thousand tubes a month to where the product is now a household word in major markets."

The initial Vademecum (pronounced Vad-ee-*may*-come) campaign, in effect, split apart the former Palo Alto agency, Guy-Lee Advertising (AA, Jan. 4, '60) when William M. Lee established Lee Advertising and Douglas B. Guy set up Guy Advertising & Marketing Services to continue promotion of the new toothpaste.

Still agency for the toothpaste, made in Stockholm by Barnangen's, Mr. Guy refuses to disclose actual sales figures, asserting they are so good that he "does not want to rile the giants."

■ The major share of the story has been written in the Midwest, where most of the advertising and promotional expenditures have been concentrated.

An ad run by the *Minneapolis Star* and *Tribune* in advertising and marketing publications this month pointed up the growth of the product in the upper Midwest, where W. R. Olson, president of the distributing company, Olson National Corp., reported that sales in drug outlets resulted in new circulation in food chains.

"Now, through these outlets," Mr. Olson declared, "Vademecum is selling right alongside the biggest names in the industry . . . and is doing very well."

Mr. Olson plans to continue using the *Star* and *Tribune* as his "anchor" publications, in addition to nearly 50 other dailies in Minnesota, North and South Dakota and western Wisconsin. Spots on five radio stations—WCCO, KSTP, WTCN, WPBC and WLOL—also are pushing the brand.

■ Newspaper and radio also are being used in the eastern states, where the prime distributor of Vademecum is Tiernan National Inc.

Golden Valley National, distributor for the Pacific Coast, also has launched a series of tv spots in Los Angeles, plus small-space newspaper units and co-op advertising with chain druggists in Northern California.

Future marketing and promotion plans, according to Mr. Guy, call for heavy newspaper and radio schedules in Nebraska, Iowa and eastern Wisconsin.

■ "By the end of 1961," Mr. Guy told ADVERTISING AGE, "we may also be able to move into other markets.

"With a new product such as Vademecum," he continued, "it is sometimes difficult to judge just how fast one should move. We have thought it better to go slowly and make a better sales record. Now, with the story behind us, we can go into other areas and pre-sell even before advertising breaks.

■ "But in the first go-'round," he added, "we had to prove ourselves to the druggists and food outlets. Now that they have seen the repeat sales and realize that we intend to keep advertising money behind the product on a very consistent basis, they are most enthusiastic."

Mr. Guy intends to continue the major ad emphasis in newspapers, "where we can make a big enough splash."

Copy approach throughout has been consistent in featuring four main points about Vademecum: No waste; saves space; comes with a key; stands on its cap.

With the opening of new markets this fall, the toothpaste will be accompanied by a companion product from Sweden—Vademecum Concentrated mouthwash.

"Our problem here," Mr. Guy explained, "has been to make a plus point out of the small size of the bottle of mouthwash, which will sell for $1.49, but which looks like a miniature next to some of its large-size rivals.

■ "We worked on its advantages and now we are wondering why we were worried about its size in the first place. We are calling it, 'your compact Swedish traveling companion'."

Ads for the mouthwash will point up the advantages of the small bottle—that it can be carried in purse or pocket, and that it takes up less space on the shelf.

"We also will tell the economic advantages," Mr. Guy said, "and the public will learn that this little giant has over 300 uses. It takes but three drops of the concentrate to make a full glass of mouthwash."

In Sweden, Mr. Guy said, the Vademecum mouthwash is better known than the toothpaste and even has its place in the Swedish dictionary because the name is interchangeable with "antiseptic mouthwash."

■ "In Sweden, the mouthwash has many uses," he went on, "as an inhalant, for use on burns and as an antiseptic on cuts and bruises. However, introductory copy for ads in the Midwest will describe it mainly as a mouthwash, while a stuffer inside the package will tell of other uses.

"Otherwise," Mr. Guy continued, "we feel the story might get too confused. In addition, the distributors feel the toothpaste is still the breadwinner, and we must continue to focus copy on that product."

All prime distributors have used direct mail to dentists and buyers, and this program will continue to be used for the mouthwash as well as the toothpaste. ≠

Parker Sets Fall Drive for T-Ball, 45 Pens

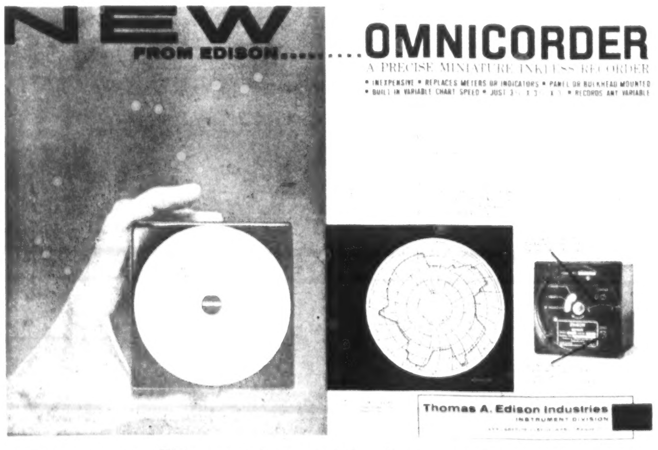
Parker Pen Co., Janesville, Wis., will use magazines and spot radio in a "back-to-school" ad drive for its T-Ball Jotter and 45 convertible pens from Aug. 20 to Sept. 16. The T-Ball will be featured in b&w pages in *Life*, *Look*, *Playboy*, *The Saturday Evening Post*, *Seventeen* and *Sports Illustrated*. Two-color pages in *Life* (twice), *Look* and *post* will advertise the 45 pens. Forty spot radio announcements per week are scheduled in 40 major markets during the campaign. Leo Burnett Co., Chicago, is the agency.

Times-Mirror Earnings Dip

Consolidated net income of the Times-Mirror Co., Los Angeles, for 12 weeks ending March 26 amounted to $739,427, compared with $951,515 a year earlier. Revenues were $25,717,507, compared with $21,345,814 for the initial 12 weeks of 1960. In a departure from past practice, the operating results of the investment division and Publishers' Paper Co., a subsidiary, are stated through March 31.

Vermont Paper Suspended

The *Daily News*, Burlington, Vt., afternoon daily, suspended publication May 19. Publisher William Loeb said the Vermont Publishing Co. will henceforth "concentrate on its profitable publications," the *Vermont Sunday News* and the *Messenger*, St. Albans, Vt.



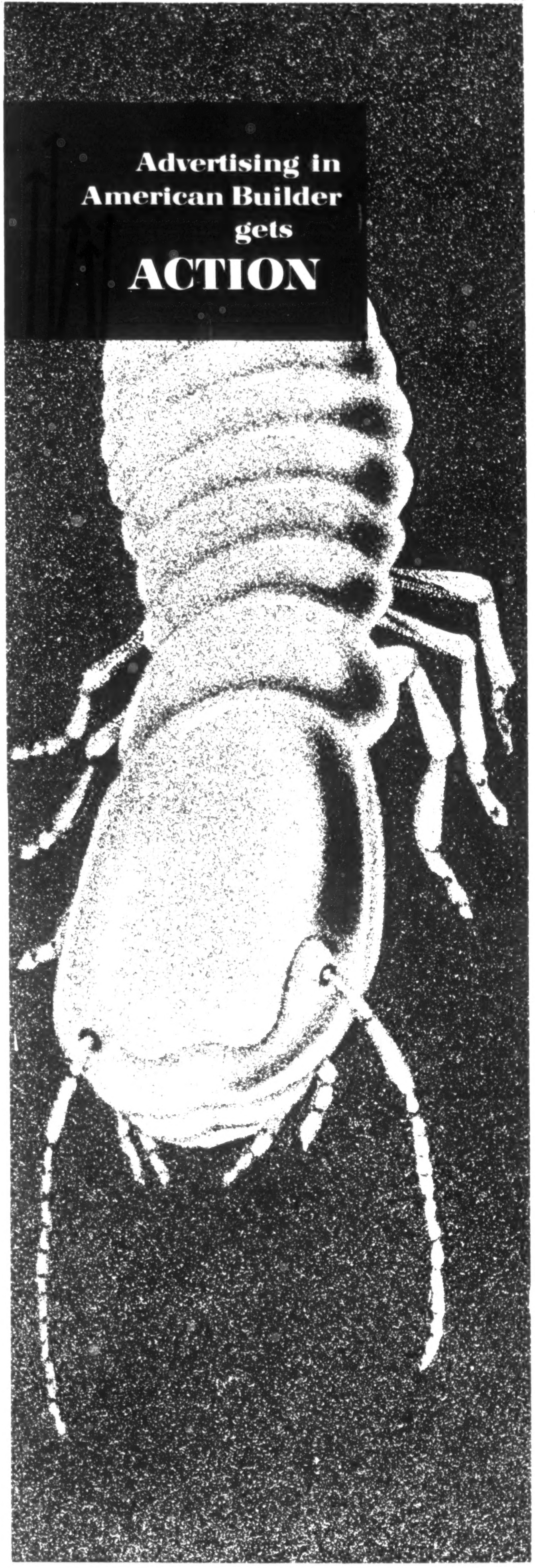
NEW FROM EDISON.........OMNICORDER

A PRECISE MINIATURE INKLESS RECORDER

• INEXPENSIVE • REPLACES METERS OR INDICATORS • PANEL OR BULKHEAD MOUNTED
• BUILT IN VARIABLE CHART SPEED • JUST [illegible] • RECORDS ANY VARIABLE

Thomas A. Edison Industries
INSTRUMENT DIVISION

INQUIRY PULLER—*This spread created by Gaynor & Ducas, New York, pulled 3,500 inquiries in three months for the instrument division of Thomas A. Edison Industries. The ad appeared once each in Consulting Engineer, Control Engineering, Electrical World, and Instrument & Control Systems.*

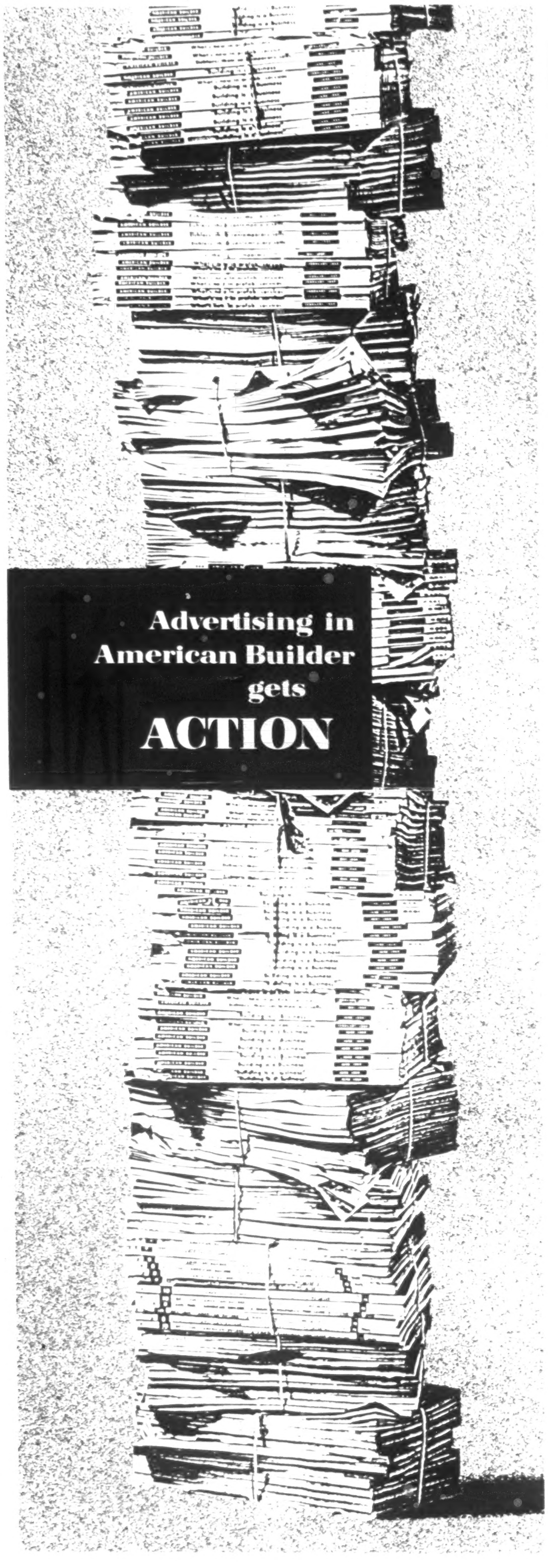


ask . . . Shell Chemical

One advertisement and the product was launched! To announce the entry of aldrin insecticide into the new-home market, Shell used just one building magazine—American Builder. Today, through pre-construction application, aldrin is protecting new homes across the country against termite damage.

THE BUSINESS BOOK FOR BUILDERS

AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7



ask . . . National

National Manufacturing Company of Sterling, Ill., has used every back cover of American Builder (more than 650 consecutive issues) during the past 55 years. National keeps on scheduling because their ads keep getting action among buying builders. It's as simple as that.

THE BUSINESS BOOK FOR BUILDERS
AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7

Y&R Buys New BAR Service: Monitoring of TV Commercials

NEW YORK, May 31—Young & Rubicam has moved to provide more exact proof-of-performance records for spot and network television advertising.

To achieve this goal, the agency has subscribed to Broadcast Advertisers Reports' television performance audits. This new service, covering the 75 markets monitored by BAR, was worked out in cooperation with William E. Matthews, Y&R vp and director of media relations and planning.

After a two-month check, which indicated that a number of stations were not running the exact commercial ordered on the date ordered, or otherwise were not following through on agency specifications, Y&R decided to keep a closer watch on its tv schedules.

The agency provides BAR with specifics of each commercial ordered—number, the tag identification line, a copy of the text, the length, date, etc. Specifications of the order are then compared with the tapes of the actual broadcast. Proof of performances showing discrepancies, if any, are forwarded to the agency by BAR.

■ This new service will supplement the older BAR tape service, which monitors commercial schedules without checking local performance against the original agency order. These reports have been used to police triple spotting, short-changing of network programs and other irregularities.

Despite agency complaints, anti-triple spotting riders on spot contracts and other moves, the decline in "violations," as defined by BAR, has been slight. In the fourth quarter of 1959, the monitoring company counted 9,898 station violations of agency tv standards in the 75 monitored markets. For the fourth quarter of 1960 the figure was down to 9,514—a decline of 3.8%. These counts included "triple spotting, excessive over-commercialization, product conflicts and over-time station breaks."

Mr. Matthews reported a greater improvement in the situation as affecting Y&R's own clients. He said violations on Y&R-placed scheduled went down 18% for the fourth quarter of 1960 vs. 1959.

■ Schedules were canceled in about 5% of the violations, but in most instances corrections were made without resorting to this extreme measure, Mr Matthews indicated. He said there are still certain markets and stations that are deliberate offenders and make no pretense of subscribing to the industry's good practices standards. ■

Marder to Powell, Schoenbrod

B. L. Marder Co., Chicago, manufacturer and distributor of products and equipment for the shoe and shoe service industry, has named Powell, Schoenbrod & Hall, Chicago, to handle advertising for its Meltonian line of British-made wax shoe polishes. Marder previously was a direct advertiser.

ARB, C-E-I-R to Merge

American Research Bureau, Washington, tv audience measurement company, has signed an agreement to merge with C-E-I-R, Arlington, Va., electronic data processor. There will be no "basic product" or personnel changes, ARB said.

Leon Shaffer Golnick Adds 1

Motorola-Baltimore Inc. has named Leon Shaffer Golnick Advertising, Baltimore, its agency. Tv, radio, newspapers and outdoor will be used in a forthcoming area campaign.

BIENVENIDA — *María Teresa Cueto, queen of the Mexican advertising industry, arrives at Los Angeles International Airport on Western Air Lines inaugural northbound fan-jet flight from Mexico City. She will spend part of her time in Los Angeles visiting agencies.*

Nielsen Network TV

Two Weeks Ending May 7, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	17,681
2	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	17,165
3	Rawhide (Participating sponsors, CBS)	14,774
4	Andy Griffith Show (General Foods, CBS)	14,586
5	The Untouchables (Participating sponsors, ABC)	14,586
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,351
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,070
8	Danny Thomas Show (General Foods, CBS)	13,836
9	Ed Sullivan Show (Eastman Kodak, Colgate-Palmolive, CBS)	13,789
10	Price Is Right—8:30 p.m. (Lever Bros., NBC)	13,695

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	37.7
2	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	36.6
3	Rawhide (Participating sponsors, CBS)	31.5
4	Andy Griffith Show (General Foods, CBS)	31.1
5	The Untouchables (Participating sponsors, ABC)	31.1
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	30.6
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	30.0
8	Danny Thomas Show (General Foods, CBS)	29.5
9	Ed Sullivan Show (Eastman Kodak, Colgate-Palmolive, CBS)	29.4
10	Price Is Right—8:30 p.m. (Lever Bros., NBC)	29.2

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	16,556
2	Andy Griffith Show (General Foods, CBS)	13,742
3	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	13,601
4	Have Gun, Will Travel (Lever Bros., Bristol-Myers, CBS)	13,367
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,851
6	Danny Thomas Show (General Foods, CBS)	12,804
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	12,522
8	The Real McCoys (Procter & Gamble, ABC)	12,100
9	Rawhide (Participating sponsors, CBS)	12,053
10	The Untouchables (Participating sponsors, ABC)	11,913

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	35.3
2	Andy Griffith Show (General Foods, CBS)	29.3
3	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	29.0
4	Have Gun, Will Travel (Lever Bros., Bristol-Myers, CBS)	28.5
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	27.4
6	Danny Thomas Show (General Foods, CBS)	27.3
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	26.7
8	The Real McCoys (Procter & Gamble, ABC)	25.8
9	Rawhide (Participating sponsors, CBS)	25.7
10	The Untouchables (Participating sponsors, ABC)	25.4

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Carborundum Names Massard

Carborundum Co., Niagara Falls, N. Y., has promoted Frank E. Massard, assistant advertising manager, to manager of advertising. He succeeds Burchard M. Day, who has resigned. Frederick T. Keeler is the company's director of marketing.

Name Yeck Adman-of-Year

The fifth district, Advertising Federation of America, has voted John D. Yeck, partner of Yeck & Yeck Advertising, Dayton, as Adman of the Year. In March, Mr. Yeck was named Dayton Adman of the Year by the local Advertising Club.

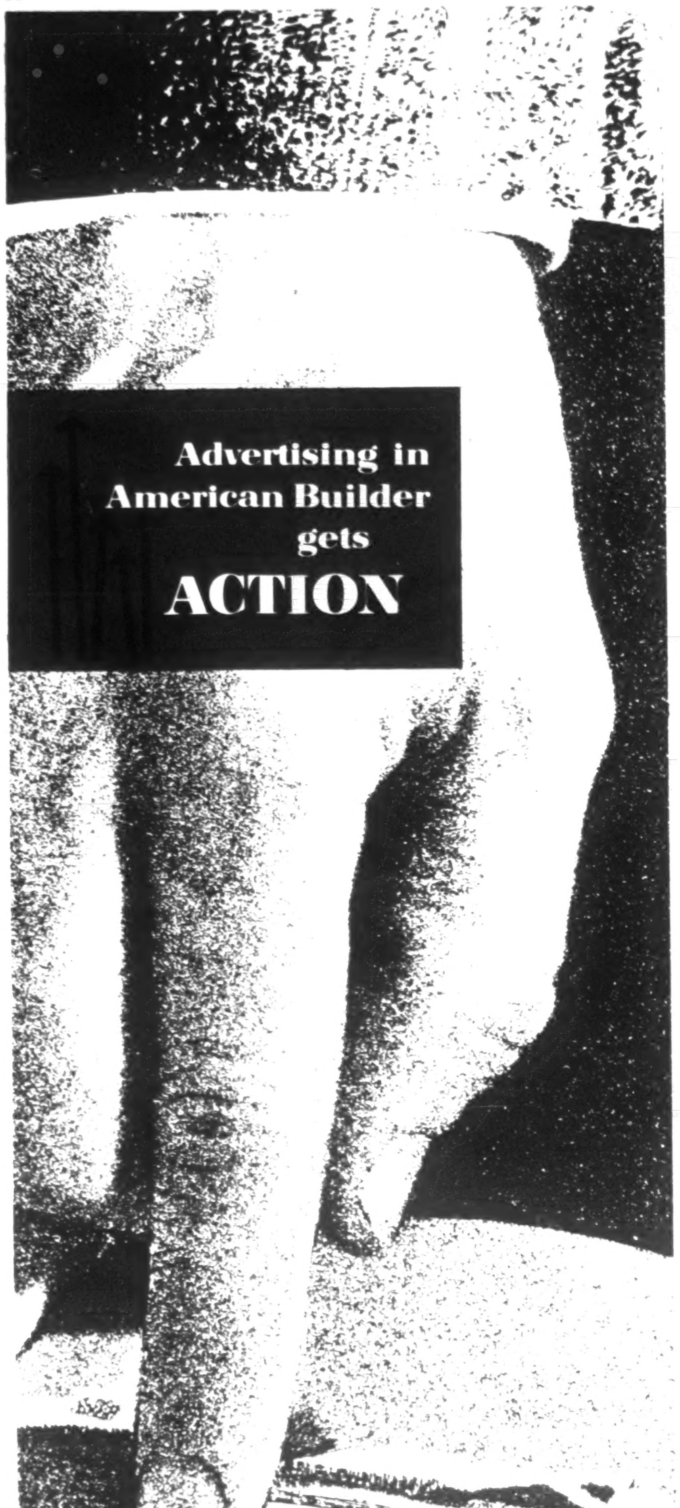
advertising
speaks
for itself

Created by Bozell & Jacobs, Inc.

This threat on your street threatens us all. Any fall-off in the demand for your goods and services hits our entire economy. It hurts employment . . . spending power . . . and the tax money for the massive business of local and national administration. It hurts the incentive of the coming generation who will need to find opportunity in our private enterprise system. The Advertising Federation of America and the Advertising Association of the West recognize the responsibility of advertising – the mass-selling tool – to prevent threats of business decay like this from happening on any American street. AFA-AAW's 180 advertising clubs conduct clinics to make that selling-tool more effective; they fight false advertising so your honest ads may reach a public who trusts you: they speak for the principles of advertising in small towns and in every U.S. city, including Washington, D. C. Join AFA-AAW. Help in their work of helping you.

PREPARED BY
THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE NEW YORK 21, NEW YORK
FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.



ask . . .

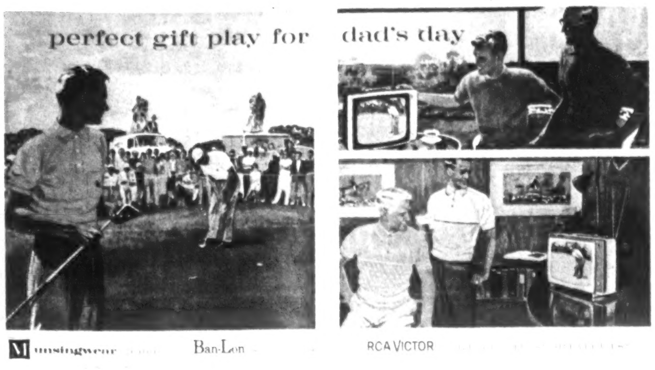
MACKLANBURG-DUNCAN

Manufacturers of Quality Building Products

"We've seen builders come to dealers with American Builder in hand—and point to what they want in the Macklanburg-Duncan ads," reports Harold Kranz, M-D ad director. M-D has run 126 *consecutive* 2-page, color spreads in American Builder, and is still running.

THE BUSINESS BOOK FOR BUILDERS

AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7



SUMMER TIE-IN—*Munsingwear Inc. and RCA Sales Corp. shared expenses on this full-color spread set for the June issue of Esquire. The ad was created by Powell, Schoenbrod & Hall, Chicago, which handles Munsingwear's men's and boys' wear division. J. Walter Thompson Co., New York, is the RCA Victor agency.*

Commerce Dept.'s Ad Unit Set to Aid Government and Self

WASHINGTON, May 31—In its first meeting under the wing of the Kennedy administration, Commerce Department's advertising advisory committee agreed to handle some chores for the government—and registered its determination to get in some licks for advertising, too.

First the committee got a broad "fill in" on the program of the department from Secretary Luther Hodges, Under Secretary Edward Gudeman and Assistant Secretary Hickman Price Jr.

In a discussion of the committee's role, William Ruder, the department's top information officer, said the committee ought to regard itself as a "two-way street," bringing information and assistance to the government and at the same time informing the advertising industry of problems that it can help solve.

■ Mr. Ruder said the Department of Commerce has no intention of functioning as a lobby in behalf of advertising within the government. At the same time, he said, it is anxious to be "an informed friend."

To this end, he said, the advertising committee can help by providing the department with written reports of problems that concern advertising. In this way, he said, Commerce Department officials will have advertising's problems in mind when they participate in meetings with other government agencies.

On the other hand, he said the department hopes to call on members of the advertising committee for assistance in carrying out the department's programs. Along these lines, he pointed out that the department is a major user of direct mail and other promotional techniques, and that it frequently needs advice.

■ At Mr. Ruder's suggestion, the committee appointed task forces to help the department on these problems: Direct mail operations; use of displays; the department's publications; and tourism—"to help the new tourism office be a good client."

In turn, the members of the committee emphasized their belief that the Commerce Department can help advertising overcome some of the unwarranted criticism leveled at it.

A special subcommittee involving William K. Beard, president of Associated Business Publications, and Peter Allport, president, Assn. of National Advertisers, was instructed to determine whether some useful materials can be developed to document the amount of self-regulation that goes on in advertising.

The form that the publication will take, if it materializes, remains a matter for discussion.

The committee, under chairmanship of Frederic R. Gamble, president of the American Assn. of Advertising Agencies, includes executives from 16 associations. The next meeting is June 29. ■

West-Holliday Changes Name

West-Holliday Co., San Francisco, newspaper publishers' representative, changed its name to Nelson Roberts & Associates, effective June 1. Nelson Roberts, president and owner, purchased the interests of Paul A. West in 1949 and acquired full ownership in 1959. The company also has offices in New York, Chicago, Denver, Portland, Seattle and Detroit.

R·O·L has found the secret that unlocks the profits

. . . from direct mail! Yes, you get more replies — better results by far — when you use Reply-O-Letter. No flat, unresponsive prospects, but the rich, natural taste of up to 40% additional results, plus: king-size readership, filtered-out prospects and more savings — more savings by far. So, reach for the pleasure only Reply-O-Letter can give—write for your free Reply-O-Letter booklet and case histories, today. Most refreshing.

THE LETTER WITH THE BUILT IN REPLY

REPLY-O-LETTER
6 Central Park West
New York 23

Coming Conventions

*Indicates first listing in this column.

June 7-8. Sixth annual Circulation Seminar for Business Publications, Pick Congress Hotel, Chicago.

*June 8-9. Assn. of National Advertisers workshop on profitable advertising, Westchester Country Club, Rye, N. Y.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 11-14. National Assn. of Direct Selling Companies, 47th annual convention, La Salle Hotel, Chicago.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Sept. 30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Oct. 28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute 15th annual symposium and exhibit, McCormick Place, Chicago.

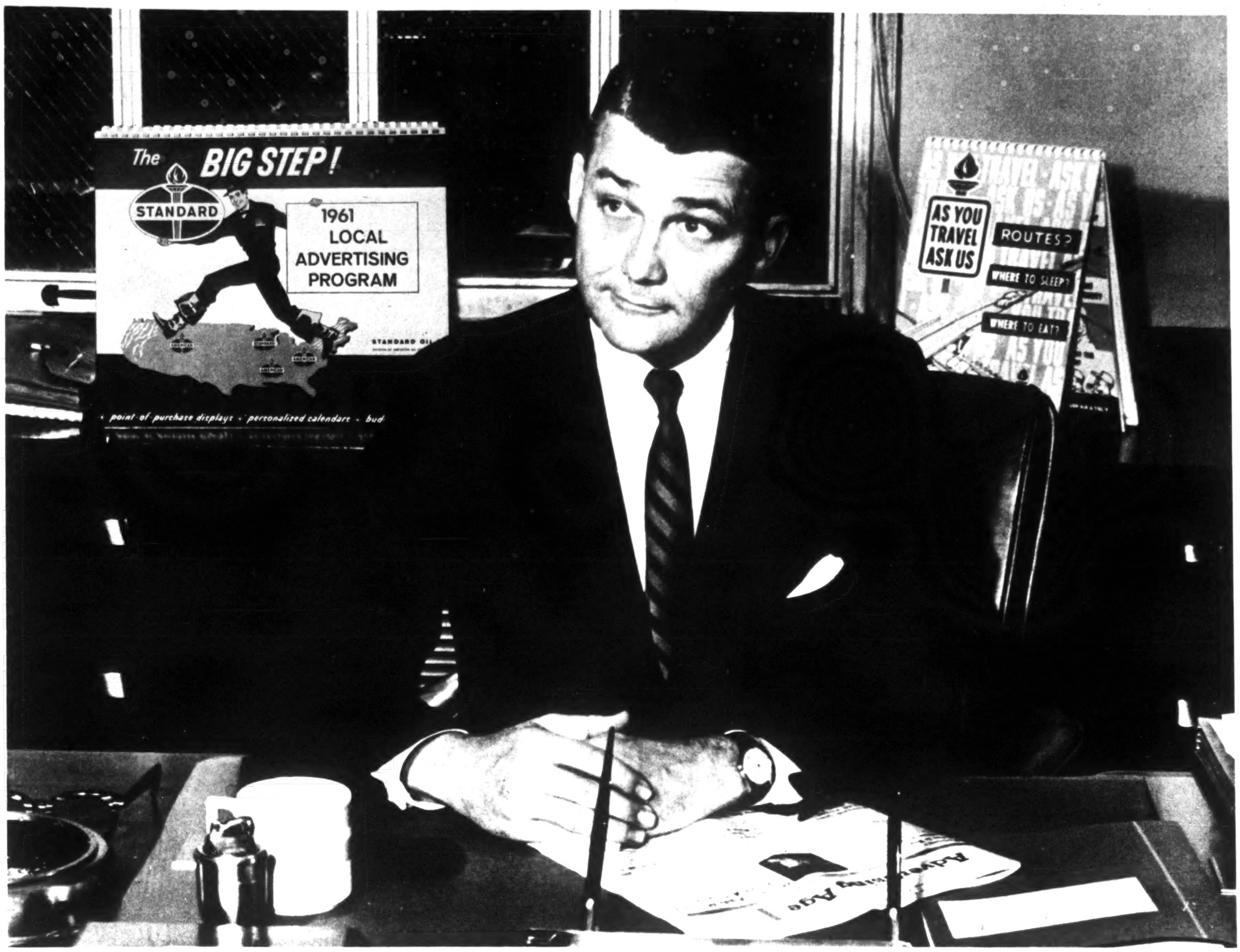
Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Trenton Tabloid Sold

The *Trentonian*, Trenton, N.J., morning tabloid, has been sold to Ralph Ingersoll, of Capitol City Publishing Co. Edmund Goodrich, president of Goodrich Publishing Co., former owner, will remain editor and publisher. Mr. Goodrich purchased the newspaper in 1949 from the Typographical Union, which had started it during a strike against the *Trenton Times*. The tabloid's circulation has reportedly risen from 23,800 in 1949 to an ABC net paid sale of 38,868. Capitol City Publishing last year purchased the *Elizabeth Daily Journal*.

Heath Joins Bonsib

J. R. Heath, formerly executive sales coordinator of Grizzly brake division of Mar Pro, Chicago, has joined Bonsib Inc., Fort Wayne, as account executive for Peter Eckrich & Sons, Fort Wayne meat processor.


The BIG STEP!
STANDARD
1961 LOCAL ADVERTISING PROGRAM
point of purchase displays · personalized calendars · bud
AS YOU TRAVEL ASK US
ROUTES?
WHERE TO SLEEP?
WHERE TO EAT?

"It's been Ad Age every Monday for 25 years"

says **ROBERT B. IRONS,** *Advertising Manager,* **American Oil Company: "On December 31 of last year I sensed the full impact of Ad Age's slogan, 'The National Newspaper of Marketing.' That's when Standard Oil (Indiana) became a nationwide marketer through its expanded American Oil Company. We're Standard Oil division of American Oil in 15 Midwestern states. In the rest of the country we're American Oil Company. As American's advertising manager, I help sell products to consumers in 48 states. Ad Age has been a large factor in helping me adjust my sights from 15 to 48. And, for the record, I've been reading Ad Age every Monday for 25 years."**

Mr. Irons joined Standard Oil Company (Indiana) at Mason City, Iowa, in 1936. In the two decades that followed he had a variety of "up the ladder" posts—primarily in sales and administration—in a number of Midwestern cities. With his appointment as assistant advertising manager in the general office at Chicago in 1957, Mr. Irons made a permanent shift to the advertising side of the business. Three years later he was advanced to advertising manager. After the corporate reorganization of Standard at the end of 1960, he became advertising manager of the company's national marketing affiliate, American Oil Company. Mr. Irons (an alumnus of the University of Iowa) is chairman of the Collegiate Advertising Conference of Mid-America, which is held for outstanding graduating college seniors majoring in journalism or business. He also is a director of the Chicago Federated Advertising Club.

Advertising Age
Outdoor Admen Told to Do More Research

important
to important
people

ABC ABP NBP *1 Year (52 issues) $3*

200 E. ILLINOIS ST., CHICAGO 11 · 630 THIRD AVE., NEW YORK 17

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

* * *

At Burgoyne
SERVICE
Is Our Most
Important Project

Fact is, we work like beavers planning and developing new and improved ways to make our organization more valuable to our clients.

* * *

Just recently, for instance, we were fortunate to acquire the talents of Lloyd M. Valentine. A graduate of the University of Wisconsin, Lloyd Valentine received his master's degree from UCLA. For the past seven years he has been on the faculty of the University of Cincinnati, serving now as Professor of Economics in the College of Business Administration. As a member of the "Burgoyne Team", his primary responsibility will be to direct our statistical procedures in connection with city, county, or area projectability, and to supervise certain experimental sample design applications.

* * *

This, of course, is just one example of the intensive effort we make to provide you with the most thorough research service available in the nation today. And because "service is our most important project", more and more advertisers and agencies look to Burgoyne for all their product sales testing. These people know from experience that Burgoyne will deliver the facts — accurately, completely, speedily—and with reliability that is the envy of the research field.

* * *

We have just completed an up-to-date list of our Test Cities. This list shows the markets in which we are permanently set up for Burgoyne Retail Sales Studies, as well as the grocery and drug chains that are cooperating with us in each market. If you would like a copy, send us a request on your letterhead. We'll mail the list to you promptly.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg. PHILADELPHIA OFFICE 1405 Locust St.

On the International Scene . . .

Foreign Agencies Look Abroad, Too

By Milton Moskowitz

NEW YORK, May 31—U.S. agencies have no exclusivity these days on international expansion.

As plans for European economic integration develop, more and more local agencies are looking, for the first time, beyond their national borders.

The British agency invasion of the Italian market was documented in ADVERTISING AGE last week. There are parallel moves in operation now in other areas.

In Scandinavia, one of Sweden's top agencies, Ervaco Advertising, has added a third leg to its network by acquiring a major interest in Trygve Dalseg & Co., six-year-old Oslo agency. The Norwegian agency has changed its name to Dalseg-Ervaco.

■ This is Ervaco's second international move in less than a year. Last July it teamed up with the Erik Aagesen agency of Copenhagen to form Ervaco-Aagesen.

Wilhelm Danielson, managing director of Ervaco, points out that the agency can now offer international marketers an "attractive marketing package" in Scandinavia.

Ervaco and Dalseg rank about fifth in their respective markets. Ervaco, originally started as a branch of Erwin, Wasey & Co., is one of the few agencies in the world to issue a detailed annual financial report. In 1960, the agency billed $5,797,500, on which it made a profit before taxes of $41,500. Taxes took $11,000 of this profit, but the biggest share—about $18,000—went into the company's profit-sharing plan.

• • •

Ervaco hopes to make a deal soon with a Finnish agency to complete its Scandinavian network. However, Sweden's largest agency, Svenska Telegrambyran, has already achieved this all-Scandinavian status.

Goran Tamm, president of Svenska Telegrambyran, visited here recently and reported that his agency now has full-service offices operating in all four Scandinavian countries. Telegrambyran, which billed $10,220,000 in 1960, moved into Oslo and Copenhagen last year and into Helsinki earlier this year.

Sweden has the highest standard of living in Europe, and Mr. Tamm noted that the agency business in his country has been flourishing. Between 1953 and 1958, turnover of agencies doubled. Sweden now has 43 recognized agencies, and billings through recognized agencies totaled about $60,000,000 in 1959.

Total Swedish ad volume is estimated by Mr. Tamm at nearly $200,000,000.

• • •

On the continent of Europe, Hanns W. Brose of Frankfurt has become the first German agency to expand outside the country. Brose International has been established in Milan, in conjunction with two other agencies.

Brose is the majority owner of the Italian office, with minority shares held by the Lonsdale-Hands Organization of Britain and R. L. Dupuy of France.

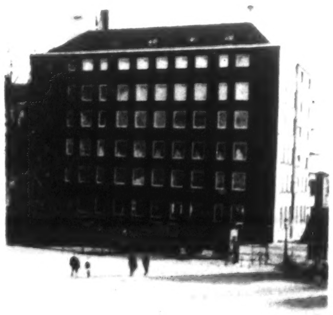
Brose also is planning further moves in Europe. Hans E. Haberféld, the agency's international director, recently visited the U.S., prior to going on a Latin American tour. He told AA: "We are preparing to compete throughout Europe with all European and U.S. agencies."

Hans E. Haberfeld

Mr. Haberfeld made it clear that Brose feels that the old affiliate system based on split commissions "is dead."

■ Brose is one of Germany's top-ranking agencies, with billings estimated at $7,000,000. Its volume has increased by a cool 463% since 1955. Hanns Brose, founder of the shop, got his start in advertising during the '20s in the old Berlin office of Erwin, Wasey.

Total advertising expenditures in Germany are now nearing $600,000,000, according to Mr. Haberfeld. Germany has three different advertising agency associations. The GWA, a full-service group patterned after the Four A's, has 18 members, with a combined volume of $150,000,000. The AWM, another full-service group, has 14 members, with combined volume of $62,000,000. And the ADW, an omnibus group, has 230 members, with combined volume of $62,000,000. =



NEW HOME—*Van Maanen, one of the major agencies in the Netherlands, has moved out of the three separate offices it formerly occupied in Amsterdam and taken over this former factory building, which has been modernized to suit an advertising agency operation.*

Communications Industries Takes Over WKST, WKST-TV

Communications Industries Corp., New York, has taken over WKST, New Castle, Pa., and WKST-TV, Youngstown, O. The stations were purchased from Sam and Wanda Townsend for a total of $1,200,000. FCC approval was granted in April.

Bob Harnach has been reappointed sales manager of WKST-TV. Harry Reith will stay on as manager of WKST, with Byron McConnell as commercial manager. A general manager of the stations will be named soon. Communications Industries, organized last year, owns WEOK, Poughkeepsie, N.Y.; and WACE, Springfield, Mass.

Hicks & Greist Names Two

Palmer L. Jenkins, formerly national sundries manager of McKesson & Robbins, has been named a vp of Hicks & Greist, New York. Hicks & Greist also has named Vincent J. Daraio, a vp and account supervisor, vp in charge of radio and tv. Mr. Daraio, who will retain his account responsibilities, succeeds as head of the radio-tv department, Theodore J. Grunewald, recently elected a senior vp.

Farm Books Test Radio

Organic Gardening & Farming and *Prevention*, Emmaus, Pa., after two years of using direct mail for subscription campaigns, are testing radio with a variety of premium offers and program types. Minute participations in, or sponsorship of relevant shows will be bought in about 30 markets. Stuart-Miner, New York, is the agency.

Harkonen Ballou Mayfield Bledsoe

JUNIOR ACHIEVEMENT ADMEN—*Richard A. F. Ballou, Junior Achievement western regional representative, presents the "best in category" and "best in area" awards for the 11 western states to Claudia Mayfield, vp, and Dave Bledsoe, president, of the Tacoma Junior Achievement JA-AD advertising agency. Paul Harkonen, president of the Tacoma Advertising Club, which sponsored the group, looks on.*

Korchnoy Names Kramer; Adds American Flange

E. A. Korchnoy Ltd., New York, has named A. Stanley Kramer, formerly a vp of Johnstone Inc., a vp, account executive and member of the plans board.

Korchnoy has been named to handle advertising for American Flange & Mfg. Co., New York. Delehanty, Kurnit & Geller Advertising Corp. formerly handled the account.

AMA Chapter Elects Rabin

Joseph H. Rabin, assistant director of marketing research, Paper-Mate Co., has been elected president of the Chicago chapter of American Marketing Assn. Other new officers include Eugene Blackwell, *The American Weekly*, 1st vp; Alan Roberts, Western Advertising Agency, 2nd vp; Annette Secunde, Market Research Corp. of America, recording secretary; Donald Martin, Outdoor Advertising Assn. of America, corresponding secretary; and John S. Coulson, Leo Burnett Co., treasurer.

Muzak Promotes Werner

William F. Werner has been promoted from national sales training manager to director of advertising and sales promotion of Muzak Corp., New York, and its subsidiary, Programatic Broadcasting Service. He replaces Edward Hochhauser, who resigned to join Films Inc., a subsidiary of Encyclopaedia Britannica.

Richtscheidt Joins WKST-TV

Philip J. Richtscheidt, previously an account executive with WINS, New York, has been appointed vp and general manager of WKST-TV, Youngstown, O. Former manager-owner of the station was Samuel Townsend, who recently sold WKST-TV to Communications Industries Corp.

'SEP' Appoints Two

Terrell Van Ingen Jr., formerly with the New York office of *The Saturday Evening Post*, has been assigned to the magazine's Minneapolis office. James O. Green, formerly midwestern manager of *House Beautiful*, has joined *SEP's* Cleveland sales office.

Bozell & Jacobs Adds Two

Bozell & Jacobs, New York, has been named to handle advertising for American Foreign Insurance Assn. and for Hotel Reservation Control Center. Prince & Co. formerly handled American Foreign Insurance.

DUHAMEL STATIONS *deliver more*

OF THE LAND OF INFINITE VARIETY
....and the
FASTEST GROWING CITY
in the North Central Region

North Dakota
Montana
RAPID CITY
South Dakota
Wyoming
HAY SPRINGS
Nebraska

BY ANY COMPARISON

CBS ABC TV SATELLITE
KDUH
Hay Springs, Nebr.

KOTA
CBS RADIO CBS-ABC TV
Rapid City, South Dakota

The CLIPPER Creative ART SERVICE

Give it a *Chance!*

Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.

$1.00 to cover mailing cost brings you Free

— *The Complete Current Issue*

This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.

Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.

Attach one dollar to letterhead and mail today to

MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Agencies Share Blame for False Ads: Murphy

(Continued from Page 1)

ception and cheap huckster appeals."

Mr. Murphy also remarked that the commission staff would appeal the dismissal of its complaint against Colgate Rapid Shave's "sandpaper" tv commercials (AA, May 29).

▪ Earlier, FTC Chairman Paul Rand Dixon, in a pre-recorded interview, declared that "it is just as much a tool of monopoly to falsify your advertising" as to cut prices illegally.

The commission chairman disputed the contention that only a small minority contributes to deceptive advertising. He said that "Some of the biggest corporations, backed by legal counsel" have used questionable advertising.

To critics who thought that Mr. Dixon had "overstated" the situation recently when he referred to "widespread unethical advertising," the FTC chairman said today, "Maybe they'll come down and look at the complaints."

Mr. Dixon said the commission currently has some 3,000 matters on the docket, about 300 complaints out, and is "falling more and more behind." He added, "We must find some avenue to improve our processes."

▪ Chairman Dixon labeled the recent electrical industry price fixing conspiracy as "dastardly" and said Americans must realize these actions "are not just an ordinary thing."

Mr. Murphy spoke before a group of about 150 management men attending a three-day briefing on the role and influence of federal regulatory agencies in marketing. Several management executives subsequently questioned his crusading "zeal" and pointed to the Rapid Shave decision as proof that no one knew what was, or wasn't, misleading advertising.

Mr. Murphy said, "It behooves the advertiser, the advertising agency and the media to be more diligent in the acceptance of their responsibilities for more informative advertising, less disparagement of competitive products, and a clear disclosure of the merits and demerits of their products."

▪ Mr. Murphy emphasized that the writing of ads is a creative—not a legal—problem.

"The advertising agency and the advertiser know their product, what it will do and what it will not do. Who is in a better position to have or obtain this knowledge? Neither the FTC nor the media know all about an advertised product; therefore neither can take responsibility for specific advertising problems."

Later, Mr. Murphy, in reply to a question, said the commission is not on a zealous crusade; "The problem is there." He said he was "appalled" by letters on file at the FTC as well as at local better business bureaus. "People are being swindled right and left," he said. Even newspaper comics advertising is "trying to get the child's dollar" in misleading and deceptive ways, he said.

▪ An Internal Revenue official told the business men what they should require of themselves and employes when submitting entertainment expense deductions:

1. Sufficiently identify the persons entertained by name, title, or otherwise.

2. Establish the business nature of the expense.

3. Show the place, nature and cost of the expense, and why it was necessary to incur the entertainment expense.

▪ Charles A. Church, assistant regional commissioner in charge of audit for the New York area, disclosed that a recent study of some 38,000 business returns for 1960 indicated that disallowances for travel and entertainment expenses were, in 56% of the cases, based upon claiming personal expenses as business expenses. "The types of personal expenses deducted cover every facet of personal life, ranging from the purchase of entire estates to cases of dog food and boxes of pink tissue paper," he added.

The average adjustment for these 56% of the returns studied was a $615 tax charge.

"The advent of the credit card has not made life any easier for us," Mr. Church said. "Since a wide variety of items and services may be charged for a multitude of purposes and detailed receipts are usually not available, great difficulty is encountered in distinguishing between personal and business expenses even when substantiation takes the form of a monthly statement."

▪ Tax forms now contain questions about business deductions claimed for hunting lodges, yachts, hotel suites, family attendance at business conventions and the like. Mr. Church emphasized that "an affirmative answer to any of these questions does not necessarily mean that the deductions claimed will be questioned or disallowed.

"Nor, for that matter, does the absence of a question relating to similar expenses mean that such expenses will not receive consideration upon examination."

The tax official said a business man who did not keep adequate records and supporting documents on travel and entertainment expenses could expect a letter notifying him of his obligations. After this notice, "it seems to me we have every right to apply a more strict standard in cases where business expenses are still not properly substantiated."

▪ Calling for "the highest degree of integrity," Mr. Church said there is no difference between a company buyer who accepts entertainment and gifts from a supplier and a salesman who spends lavishly to obtain an order.

Kenneth W. Moe, district director of Internal Revenue for Manhattan, said tax simplification procedures are still in progress, including automation which would eliminate the need to justify the same deductions annually, and a tax form which would be easier for the average person to comprehend.

▪ Attorney General Robert Kennedy declared in a pre-recorded interview: "There is serious price-fixing in almost every one of the major communities of the U.S. at the present time."

He said his office is not concerned with identical pricing per se, as sometimes happens in catalogs, but with collusive identical bidding and pricing. If business men will not act properly in this regard, "We're going to see what we can do," he said.

Another videotape speaker, Sen. Estes Kefauver, outlined his proposal, supported by several dozen congressmen, to establish a federal department of consumers at the cabinet level.

"Almost every branch of our economy has a cabinet position to look after its interests in government," he said. "The forgotten person in our economy today is the poor consumer," he said. #

Last Minute News Flashes

Schaefer Moves to DDB on American Airlines

New York, June 2—George Schaefer, formerly account supervisor at Batten, Barton, Durstine & Osborn, one of the contenders in the American Airlines competition, has joined Doyle Dane Bernbach Inc. to head up the account group on American *(See story on Page 1)*. Mr. Schaefer was the first account supervisor on Pepsi-Cola when BBDO landed the soft drink account last year.

Crown Zellerbach Seeks Agency to Replace C&W

San Francisco, June 2—The consumer products division of Crown Zellerbach Corp. has terminated its relationship with Cunningham & Walsh, San Francisco, effective Jan. 1, 1962. Other agencies are being invited to bid for the $1,000,000-plus account. No reason was given for the termination. C&W acquired the account when it absorbed the old Brisacher, Wheeler & Staff agency (AA, Dec. 10, '56).

New Newspaper Drive Set for Encore Cigarets

New York, June 2—U.S. Tobacco Co. has launched a newspaper campaign in three test markets for its revamped Encore king-size filters through Doherty, Clifford, Steers & Shenfield. For Encore the advertiser is using 1,000-line and page ads in Washington, D.C., Toledo, and Buffalo. Taken off the market last fall, Encore was given a new blend and package and switched from C. J. La Roche & Co. The company currently is researching a new menthol cigaret, Skis, which would be assigned to Donahue & Coe.

Serta Talks to Six Agencies; Other Late News

• **Serta Associates,** Chicago, is reevaluating its advertising program and is talking to six agencies, including its present one, Tatham-Laird. Serta, which bills between $500,000 and $600,000, will reach a decision on an agency the week of June 19.

• **John R. Leonard,** formerly head of the Chicago sales staff of *Sports Illustrated*, has joined the Chicago office of McCann-Erickson as a marketing services executive.

• **American Tobacco Co.,** New York (Lawrence C. Gumbinner Advertising), is placing schedules for a 10-week spot radio push for Roi-Tan cigars, to begin July 1. About 30 to 50 one-minute spots per week per market will be run in an extensive list of cities.

• **Edward F. Cauley,** formerly with Batten, Barton, Durstine & Osborn, has joined Lambert & Feasley, New York, as marketing executive on Listerine products.

• **R. T. French Co.,** Rochester, N. Y., is beginning national distribution of Hamburger Lift, a spice-and-extender additive for hamburgers, after successful test marketing in the central states.

• **International Franchise Assn. Inc.,** Chicago, an association of national companies using the franchise system as their major method of distribution, has named Biddle Co., Chicago, its agency. The account, which will bill $100,000, had no previous agency.

• **Tea Council of the U. S.** has launched a new 12-week spot radio campaign for iced tea on 96 stations in 29 markets. "Get out the pitcher and ice up the tea" is the theme. Leo Burnett Co., Chicago, is the agency.

• **Northam Warren** division of Chesebrough-Pond's, Stamford, Conn., has promoted Gerry Cannon from assistant general manager to the new position of vp in charge of over-all marketing activities in the U.S. and Canada.

• **John Dunford,** formerly with Lambert & Feasley, has joined Wesley Associates, New York, as media director, a newly created position. Joseph D. Knap Jr. resigned recently as radio and tv time manager to join John Blair & Co., New York.

• **Judge William J. Campbell** ruled last Thursday (June 1) in U.S. district court, Chicago, that 17 Chicago-area retail grocers were damaged by General Foods Corp., Hunt Foods and Morton Salt Co., at least to the extent of equal promotional payments that they did not receive from the three food companies for advertising in *Woman's Day*, which formerly was owned by Great Atlantic & Pacific Tea Co. Judge Campbell also ruled that three other retail grocers and two wholesalers were not entitled to damages since they were not advertisers. Still to be decided in the five-year-old $3,000,000 anti-trust suit against the three food giants (AA, March 12, '56) are the actual monetary damages, and whether the statute of limitations has run out for some 350 other grocers who entered the case after its filing.

• **Fisher Body** division of General Motors Corp., Detroit (Kudner Agency), will run a heavy two-week spot radio push on about 240 stations in 54 markets, starting June 19. Between 25 and 100 announcements weekly per market (minutes and 30-second units) will be used.

• **Pete Schruth,** ad boss of *The Saturday Evening Post*, in a letter to space salesmen, guardedly outlines how the "new" *Post* will look when it bows Sept. 16. It will be "faster paced," he says, and it will use "deep value reproduction" that will benefit *Post* advertisers "materially." A $14,000,000 plant expansion also is planned (new presses, better paper, computers for filling subscriptions).

• **Beech-nut Life Savers,** New York (Young & Rubicam), will introduce its Stripe gum in 14 markets via a 26-week spot tv effort starting June 11. A fairly heavy schedule of minutes will be used, backed by about six insertions in newspaper comics in those markets. The new brand, featuring five differently flavored sticks of gum, was first tested last fall in about six markets, including Baton Rouge, Augusta, Atlanta and Binghamton (AA, Oct. 31, '60). National distribution of Stripe now is almost complete.

• **General Mills,** Minneapolis, reportedly is readying nationwide advertising for its Betty Crocker quick bake "potato boats," test marketed in Dayton last February (AA, Jan. 23). The company would release no ad plans, but AA learned that r.o.p. color newspaper ads are scheduled for Detroit in mid-July. Knox Reeves Advertising is the agency.

• **Tetley Tea Co.,** New York (Ogilvy, Benson & Mather), will run a heavy 8 to 10-week spot radio push on more than 300 stations in about 100 markets. Between 10 and 80 one-minute announcements per week per market will promote the "Tiny little tea leaves" theme. Schedules started in the South May 15 and will begin in the rest of Tetley's marketing area (i.e., east of the Mississippi River) June 5.

TETE-A-TETE—*Marvella introduced its new costume jewelry collection with this page in Women's Wear Daily June 2. Leber & Katz, New York, is the agency.*

Radio-TV Boards Set New 'Don'ts' for Toy, Intimate Hygiene Ads

Washington, June 2—The tv and radio code boards of the National Assn. of Broadcasters adopted new restrictions at their meetings here this week.

The tv code board officially approved "guidelines" calling for restraint and common sense in toy commercials. The board's interpretation, which had been published several months ago, was strongly endorsed by the Toy Manufacturers of the U.S.A. Inc.

The radio board tightened restrictions on personal products commercials. Previously, the radio code simply called for the exercise of care in accepting personal products ads. As a result of changes adopted this week the radio code specifically bans hemorrhoid remedies and feminine hygiene products.

The radio code board also approved plans for a nationwide monitoring program.

▪ The tv toy "guideline" points out that children, particularly preschoolers, are highly dependent on the guidance and direction of the adult world around them. "Since your children are not in all situations able to discern the credibility of what they watch, they pose an ethical responsibility for others to protect them from their own susceptibilities," says the guidelines, emphasizing the need to avoid commercial dramatizations that unfairly glamorize a toy and make it seem to be more than it is. They also urge avoidance of emphasis on low price for toys that cost several dollars and implications that possession of the toy is a status symbol.

▪ Under the new provision of the radio code, still subject to approval by NAB's radio directors who meet later this month, the code is amended to include the following language: "Advertising of certain intimate personal products—which might offend or embarrass the listening audience—is unacceptable. Among these are products for the treatment of hemorrhoids and for use in feminine hygiene." Previous code language, which is retained, declares: "All advertising of products of a personal nature, when accepted, shall be treated with special concern for the sensibility of the listeners."

▪ NAB's radio monitoring program will encompass both code and non-code stations. John Meagher, NAB vp for radio, said there should be a "discernable difference" in tapes between the two classes of station.

American Airlines Touches Wheels to DDB Runway

(Continued from Page 1)

inate the basis of this complaint. It closed 1959 with billings of $27,500,000. In 1960, it billed $46,300,000. Today, it is billing at a rate close to $60,000,000.

DDB qualifies easily as the fastest-growing agency in the business. In 1955, when it was six years old, it ranked as the 54th largest agency in the country, with billings of $11,700,000. By 1959, it had moved up to 34th place. Last year it advanced to 24th. It now seems a cinch to move into the Top 20 in 1961.

When ADVERTISING AGE profiled Doyle Dane Bernbach on its tenth anniversary, it was pointed out that "there's no question" that the agency's growth had been due to "the freshness, originality, and piercing quality of most of its advertising."

■ There was again no question this week that these were the qualities that unlocked the American Airlines account. DDB's presentation to American consisted of a review of past work it has done for clients.

The agency, in effect, said: "Look what we have been doing for them right along."

One award-festooned campaign, in particular, carried some weight—and that was the agency's advertising for El Al Israel Airlines, a small carrier in the international field.

Maxwell Dane, vp and general manager, noted that with American on the roster, "We will now be able to take you almost anywhere you want to go."

American is the largest new account ever landed by DDB and will rank next to Schenley as the agency's largest client.

■ Doyle Dane was the dark horse in the competition for American's business. Of the five agencies invited to make presentations, two—Ogilvy, Benson & Mather and Ted Bates & Co.—declined the bids. The other two—Lennen & Newell and Batten, Barton, Durstine & Osborn—were regarded as favorites because of some special circumstances.

L&N serviced American for four years before the account moved to Y&R. The account executive during that time was Thomas J. Ross Jr., who left the agency earlier this year to become advertising vp of American.

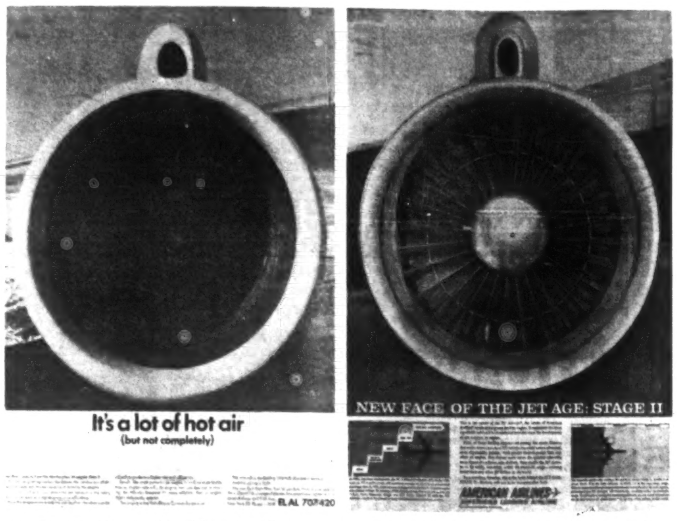
The account supervisor during that time was C. L. (Bill) Smith, the brother of C. R. Smith, president of American—and Bill Smith is now at BBDO.

The dopesters also gave BBDO an edge on the ground that American would require an agency with an extensive branch office network.

■ In withdrawing his agency from the race, David Ogilvy dismissed American as the kind of client the agency did not want (AA, May 29).

There were indications this week that BBDO's hugeness worked not for but against its appointment. According to these reports, American's experience at a large agency like Young & Rubicam was hardly a pleasant one. The airline was said to feel that it would rank too far down on BBDO's list, as it did at Y&R.

■ Effective next Jan. 1, International Silver Co.—which has been talking to agencies since February (AA, Feb. 20)—will fork over its sterling, plate and stainless account to Doyle Dane. The move will end International's 35-year relationship with Young & Rubicam, which said it knew "some months ago" that the silver company was seeking a change.



PROPHETIC?—*In its March 13 issue,* ADVERTISING AGE *noted a superficial similarity between an El Al ad, by Doyle Dane Bernbach, and an American Airlines ad by Young & Rubicam. The El Al campaign, however, was one of the reasons American Airlines switched from Y&R to DDB.*

Y&R, it was said, will start placing the company's fall campaign in about two weeks (of the estimated $1,000,000 in annual billings, 40% is tagged for spring and the other 60% for fall), and indications were that International wanted to insure smooth sailing with Y&R through 1961 by keeping any announcement under wraps until July. E. P. Hogan, International's ad director, said the company had no comment and would not confirm Doyle Dane's appointment.

■ A source at Doyle Dane said "a search for a breath of fresh air" was the key factor behind International's decision. A Y&R source said "International account billings are down, and the business is not what it used to be." He added: "The silver situation has been hurt by world markets and competition in general."

International has another agency, Wilson, Haight & Welch, Hartford, Conn., which took over the company's $150,000 business paper portion last fall (AA, Oct. 3). The silver maker produces its own collateral materials to promote certain lines never seen in consumer or business media.

In years past, International has dipped into a tv series, and in 1956 it plunked down nearly all its budget in a $1,000,000, 52-page push in *Life*.

■ Rounding out Doyle Dane's news-making week was a report that the agency was among six shops being considered for the $500,000 corporate end of Burlington Industries; the account has been with Mathes for nearly three years.

Burlington, it was learned, was seeking "more playback, more response, and a more stimulating approach" in its corporate ads. The last Burlington campaign handled by Mathes ran from October through December—mostly full pages in *Business Week, Newsweek, Time, U.S. News & World Report* and the *Wall Street Journal.*

The company "has watched the corporate campaign Doyle Dane has been running for Olin, and intends to have something parallel to it," a source said.

A spokesman for another agency said, "Some agencies are shying away from Burlington's corporate setup because it's a committee proposition, and easy committee okays on advertising are hard to come by." ≠

Rheingold Seeks to Dominate via Dailies in New England Push

(Continued from Page 2)

account supervisor: "By actual survey, of every two people who read one Boston newspaper, at least one actually reads another of the local newspapers. So what we have aimed at was a criss-cross, duplicated readership type of schedule."

■ Page 1 linage will run in the *Globe* and *Herald-Traveler*. Ads will be four columns by 120 lines in b&w. In the *Record-American*, a tabloid, similar-size ads will have a fixed position in the sports section, where they will "own the page."

This is how the first week's schedule shaped up, and it's typical of the rest of the year's schedule:

Monday: *Record-American* (a.m. and p.m.); *Traveler* (p.m.)

Tuesday: *Herald*.

Wednesday: *Globe* (a.m. and p.m.)

Thursday: *Herald-Traveler* (a.m., p.m.); and *American* (p.m.)

Friday: *Globe* (both editions); and *Record* (a.m.)

The objective, Mr. Haughey said, is dominance of one medium.

"Where we go to some outlying area, such as Worcester, we will jump the ad to 1,000 lines and run it red and black," he said.

No special rates beyond standard earned discounts have been applied.

■ Rheingold plans no radio or tv use in Boston to supplement its newspaper push. However, other media will be considered elsewhere. "In most markets we're going to find an opportunity for buying a single medium for dominance," Mr. Haughey said.

Spelling out some of the reasoning behind the dominance approach, he said that newspaper linage by breweries in the New England area had been declining, while 1960 expenditures, exclusive of network shows bought by national brands like Schlitz and Budweiser, totaled about $1,000,000 on local tv stations.

All the other breweries currently are using a multi-media approach, with Jacob Ruppert, traditional No. 1 seller in the market, in the lead. Carling's schedule is on a multi-media basis, while Narragansett's chief buy is the telecast of the Red Sox baseball games, fortified by other tv, radio and newspaper buys.

■ In addition to dominance, Rheingold was also sold on a new copy theme when agency and client held their first meeting in Boston May 3. The presentation—to Rheingold's Philip Liebmann, president; Edward Gelsthorpe, vp, marketing; and James A. Jackier, assistant vp, purchasing—spelled out some peculiarities of Boston beer drinkers:

- "Basically they're a different type of consumer," Mr. Haughey said. "The New Englander is noted for his conservatism, his hesitancy in trying something new.
- "So our copy approach is to sell quality. Consequently, the over-all campaign theme will be, 'Quality is the extra in Rheingold extra dry.' This will be supported by assorted reason-why ads under the tent of this slogan."
- The campaign will be devoted entirely to beer; Rheingold Scotch brand ale will not be promoted.

■ Even Miss Rheingold will be omitted. She will appear, however, in sales promotion efforts and be featured in point of sale material.

Campbell, Emery has been loath to use her in the New England campaign, because "such a reminder approach is effective only in a market where you have established large sales." This approach, the agency believed, would not be effective in getting people to change beer brands.

Rheingold and Campbell, Emery both emphasize that the drive will not plug price appeal. The brand, not the lowest in the market, sells for about $1.14 per six-pack of 12-oz. cans. ≠

Armstrong Unit Shifts to BBDO From Ogilvy Shop

(Continued from Page 1)

sulation divisions.

In February, BBDO resigned National Gypsum Co. after a 36-year association by "mutual agreement" in view of a conflict. At the time, BBDO said the nature of the conflict was "one that we can't reveal at this time." In April, reporting on Gypsum's move to Fuller & Smith & Ross, ADVERTISING AGE said: "Whether BBDO will now solicit Armstrong's building products division is not known. The agency denied that it had any present plans to make such a move."

Armstrong's building product division spends about $1,350,000 a year for advertising; it is the second largest advertiser of the five divisions. Only the floor division has a bigger ad budget. Total advertising expenditures of the company have been estimated by ADVERTISING AGE at $8,200,000.

■ Armstrong currently is promoting its building products to consumers via tv, on the CBS daytime show, "Video Village," and the network's evening program, "Armstrong Circle Theatre." The main product of this division is its acoustical ceilings, sold under the Cushiontone label.

Earlier this week, Lone Star Gas Co., Dallas, producer and distributor of natural gas, appointed the Dallas office of BBDO to handle its advertising, effective July 1. The previous agency was Erwin Wasey, Ruthrauff & Ryan, Dallas. Lone Star spends about $250,000 a year for advertising. ≠

Listerine Tablets Out

Advertising breaks about mid-June for new Listerine tablets, in Hartford and Knoxville. It will consist of brief tag-along commercials on Listerine tv shows promoting a breath freshener theme for the tablets, which sell at 25¢ for a pack of 15. Newspaper advertising may follow. Lambert & Feasley, New York, is the agency.

Court Denies GOA's Request for Injunction

(Continued from Page 3)

was without merit.

"Since some of the stockholders may have been deterred from tendering their shares by reason of the pending court action, we instructed Allen & Co. to extend until 5 p.m. on Thursday, June 8, the offer to purchase General Outdoor common stock on the same terms and conditions previously announced," Mr. Gamble said.

"In view of the fact that the entrenched management of General Outdoor has given widespread publicity to its suit to block its stockholders from tendering their shares, we have requested that the management notify each stockholder of the court's action and of the extension of our offer to purchase the shares."

A spokesman for Gamble-Skogmo told ADVERTISING AGE that Walker & Co. will be sold "some time this year," although he added that nothing has been done so far to dispose of the Detroit outdoor company. He declined to say how many shares of GOA stock have been tendered to Allen & Co., New York stock broker, which is acquiring the stock on behalf of Gamble-Skogmo.

■ Burr Robbins, president of GOA, minimized Mr. Gamble's court victory and promised that GOA would continue its battle in court to prevent Mr. Gamble from buying into GOA. "Considering the limitations and conditions which the court indicated it would impose on Gamble-Skogmo in its order, Mr. Gamble's statement that he has been vindicated is without merit," Mr. Robbins said.

"The company [GOA] intends to pursue to a conclusion its action to enjoin Gamble-Skogmo from owning any General Outdoor stock. The case will be called for trial at the next federal court term in Minneapolis commencing in September," Mr. Robbins said.

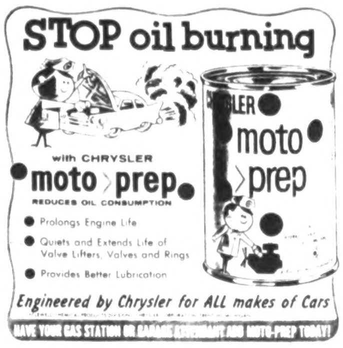
GOA's suit, which was filed May 22, charged that anti-trust laws would be violated if the Gamble-Skogmo and Naegele interests were permitted to buy its stock. In addition to seeking a temporary court injunction to restrain Gamble-Skogmo and Naegele from buying into GOA, the suit seeks a permanent injunction, which GOA will try to secure this September.

■ The next important date in the GOA-Gamble-Skogmo fracas is June 8, when Mr. Gamble's offer to buy the GOA stock expires. Mr. Gamble has publicly stated that he will not extend the offer beyond that date. Just what he will do if 470,000 shares have not been tendered by that time could not be learned. The 470,000 shares would make him the largest single stockholder in GOA and would give him more than one-third of the total GOA outstanding stock.

There also is the matter of what will become of Mr. Naegele and his outdoor company if and when Gamble-Skogmo sells its 72% interest in Walker & Co. When Gamble-Skogmo bought Walker last year, it awarded a five-year contract to Naegele Outdoor Advertising Co. to manage Walker. ≠

Chapman Adds 2 Accounts

Birmingham Real Estate Board, Birmingham, Mich., and W. P. Hickman Co., Warren, Mich., commercial roofing contractors, have appointed John R. Chapman Co., Birmingham, to handle their advertising.


STOP oil burning
with CHRYSLER
moto › prep
REDUCES OIL CONSUMPTION
Prolongs Engine Life
Quiets and Extends Life of Valve Lifters, Valves and Rings
Provides Better Lubrication
CHRYSLER moto › prep
Engineered by Chrysler for ALL makes of Cars
HAVE YOUR GAS STATION OR GARAGE ATTENDANT ADD MOTO-PREP TODAY!

TEST—*Cycleweld division, Chrysler Corp., is testing its new line of car care products with ads like this in the State Journal, Lansing, Mich. Other tests are planned for June in Buffalo and Roanoke, Va. A. R. Brasch & Sons is the agency.*

25% of Stock in Taft Broadcasting Offered to Public

NEW YORK, May 31—Various members of the Taft and Ingalls families have offered a total of 376,369 shares of the common stock of the Taft Broadcasting Co. for sale. The offering, made this week in a preliminary prospectus, amounts to about 25% of the company's total common.

The families related to the late Charles P. Taft, founder of the Cincinnati Times-Star Co., will retain a 38% common stock ownership in the broadcasting company, which started in 1939 with the purchase of WKRC, Cincinnati, from the Columbia Broadcasting System.

In 1948, after the addition of an fm station in Cincinnati, the Cincinnati Times-Star Co. organized a separate corporation, Radio Cincinnati, to operate the broadcasting properties. In 1949, WKRC-TV was added to the list of properties.

Throughout the years, the list grew with the purchase of WTVN-TV, Columbus ($1,500,000); WTVN ($258,000); WBRC and WBRC-TV, Birmingham ($6,000,000); WKYT, uhf in Lexington, Ky. ($183,000). Knoxville radio and tv stations were acquired and sold.

■ Taft Broadcasting Co. was incorporated in June, 1959, and it acquired the properties and assets of Radio Cincinnati and its subsidiaries by merger in July of that year. The current list of stations—one uhf and three vhf tv stations, three am and three fm stations—makes the company one of the ten largest non-network-owned station groups.

The prospectus showed that net revenue of the Taft stations zoomed from $1,808,523 in 1952 to $11,076,717 for the fiscal year ended March 31, 1961. The figure for fiscal 1960 was $10,426,310. Net earnings for 1960 hit $1,586,204. A special credit of approximately $500,000 on the sale of the WBIR stations in Knoxville boosted the '61 figure to $2,066,255.

Net revenue for the tv properties for '61 was reported at $9,067,217, compared with $2,009,500 for radio. This resulted in an operating profit, before depreciation, of $4,057,691 and $434,299 for tv and radio, respectively.

■ The prospectus indicated there was a dollars-and-cents motive behind the switch of WKRC-TV, Cincinnati, from CBS to ABC. It was reported that net revenues and operating profit of this station dropped in fiscal '61.

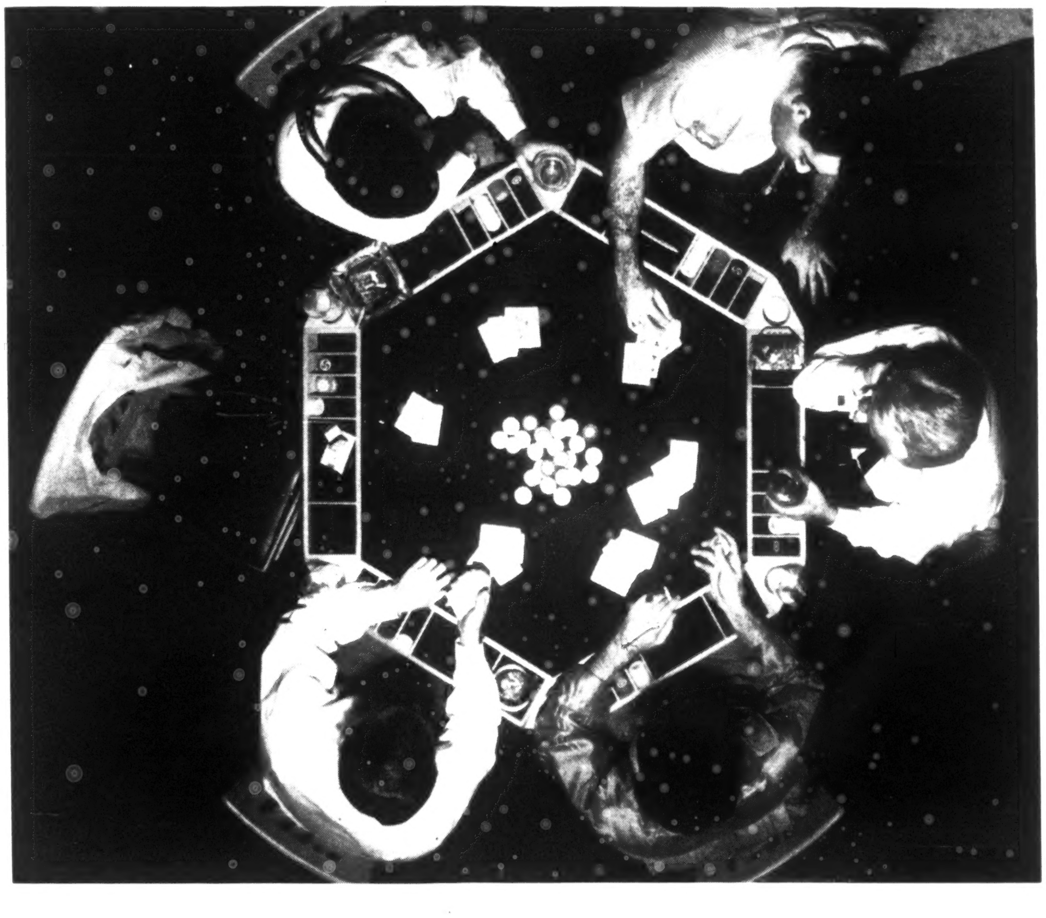
The decline was attributed primarily "to a drop in the viewer ratings of the Cincinnati tv station resulting from a change in the method of surveying employed by a national rating service and from a decline in the popularity of the network television program of Columbia Broadcasting System in the Cincinnati area."

Taft Broadcasting said it expected improved revenues as a result of the new affiliation contracts with ABC in Cincinnati, where the hourly rate has gone up from $1,500 to $1,750, and in Birmingham, where a dual affiliation (ABC-TV and CBS-TV) is in effect.

■ In tv, for fiscal '61, 25% of all revenues came from network business, with national spot contributing 47% and local accounting for the rest. In radio, local billings were the major factor, bringing in 60% of the revenue, with spot adding 40%. Cincinnati is the only one of the Taft stations with a network affiliation. WKRC's annual receipts from CBS Radio were dismissed as "insignificant."

The underwriting group making the public offering will be managed by Harriman Ripley & Co., New York. ≠

2 Separate Newspapers
The El Paso Times Morning and Sunday
El Paso Herald-Post Evening
1
NOW . . . BUY A
KING SIZE
MARKET
EL PASO . . . THE 5TH
BIG MARKET IN TEXAS
RETAIL SALES *
$811,283,000
* Sales Management Survey of Buying Power, May, 1961
COVERING 24 COUNTIES OF WEST
TEXAS & SOUTHERN NEW MEXICO
BLANKETING THE
FABULOUS SOUTHWEST
LOW
RATE
BUYS
BOTH
CIRCULATION
107,206



WHEN THE CHIPS ARE DOWN—

and the stakes are high—for instance, beating the clock to deadlines with advertising plates that will print like the progs—it's mighty heartening to know you have an ace in the hole.

Many hard-pressed production men, and account executives too, find that they seldom if ever lose a bet when they've laid their cards on the table with their photoengraver member of the Chicago Photoengravers Association. In emergencies they can be sure that these craftsmen will never let them down, and will perform as efficiently and dependably under pressure as they do under normal conditions.

It's certain that neither production men nor photoengravers find any enjoyment in these emergency situations. Too well they know their penalties, not only in worry and tension, but in higher production costs. Unforeseen delays, whatever their causes, unexpected complications in production and reproduction operations and processes, inevitably result in excess costs just as they do in any other operations involving time, labor and materials. Maintaining highest quality, adhering to inflexible schedules, and at the same time keeping costs in line with budgets are constant objectives of every production executive as they are of their photoengraver.

And in their persistent endeavor to lessen and eliminate causes leading to "over the estimate" costs, advertising executives can always depend on the conscientious co-operation of all members of the Chicago Photoengravers Association—especially "when the chips are down".

Chicago PHOTOENGRAVERS *Association*
craftsmen in fine reproduction for advertisers

Central Typesetting & Electrotyping Co.
Chicago Engravers
Collins, Miller & Hutchings, Inc.
Dot Engravers, Inc.
The Faithorn Corporation
Globe Engraving & Electrotype Company
Hutchings & Melville, Inc.
Illinois Photo Engraving Co.
Jahn & Ollier Engraving Co.
Kieffer-Nolde Engraving Co.
Laurence, Inc.
Liberty Photo Engraving Co.
Thomas F. McGrath & Associates
Northwestern Photo Engraving Co.
Reliable Etchcraft Corporation
Revere Photo Engraving Company
Rogers Engraving Company
Superior Engraving Company
Washington Photo Engraving Co.

This Week in Washington . . .

Congress May Make Life Tougher for Marketers Than Administration Does

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 1—Advertising Federation of America, which met here this week, was troubled about a "rising tide" of difficulties for advertising. From the number of questions that are being raised about advertising and marketing these days, AFA is clearly right; so this is a good time to do some sober thinking.

Because advertising and marketing touch the pocketbooks and health of the public, they are an increasingly attractive subject of interest to public officials. In the Congress and the executive branch, there is an inherent incentive to keep an eye on shoddy practices in the marketplace.

The list of congressional committees looking into matters of importance to marketers seems to get longer every day. Moreover, there will be enough substance in many of these investigations to provide a continuous source of embarrassment to conscientious marketers.

■ While these committees will generate a good deal of excitement, there is no need to panic. The danger is not necessarily commensurate with the volume of publicity that is generated.

Drug companies that have been hammered by Sen. Kefauver (D., Tenn.) probably can't look at it this way at the present time, yet congressional investigations often lead to a good result.

The publicity is painful and often very unfair. But investigations are often a substitute for something worse.

Under our system of government, the Congress and the executive are not easily panicked into the adoption of foolhardy laws. By prodding business men to improve their system of self-regulation, and exposing the breakdowns of law enforcement agencies, investigators often eliminate the need for the legislation they have set out to promote.

■ In the coming months, at least three major sore spots of importance to marketers are going to be in the congressional spotlight. All of them involve problems which Congress could hardly be expected to ignore.

• **Labels and packages:** A particularly fertile field of investigation at this time. In today's highly competitive marketing world, the label and package have become intimately involved in the merchandising "package." Investigators suspect that existing law enforcement isn't keeping up with the problem.

A Senate judiciary subcommittee, under Sen. Philip Hart (D., Mich.), is particularly interested in the problem of deceptive packaging. Its investigators are talking with packaging experts. When the hearings start, witnesses will be asked about such problems as the 28 oz. bottle that looks bigger than the one that holds 32 oz.

Over on the House side, a House operations subcommittee, under Rep. L. H. Fountain (D., N.C.) has been circularizing the various government agencies that are involved in policing labels. As a starter, it will be looking into the decision of the Department of Agriculture which let meat packers can "watered hams." Committee members do not object to "watered hams"; but they want to know why moisture content was not disclosed on the label.

• **Television:** Tv industry has been concerned about the threat that the Federal Communications Commission will be tougher in processing license renewal applications. In all likelihood, however, the industry's most embarrassing moments in the near future are going to be provided by congressional investigators.

While FCC Chairman Newton Minow is demanding the elimination of a "tv wasteland," he is undoubtedly aware of the fact that increased public service programming will not solve the problem. His real quarrel is with the low caliber of entertainment programs which dominate tv's fare. But quality is an elusive factor, which no FCC license renewal panel can hope to measure. This will change only if the tv industry and its advertisers decide to make a change.

On the other hand, program quality is an ideal subject for congressional investigators, and a Senate subcommittee concerned with juvenile delinquency has already sensed the potential. It has subpoenaed a long list of films from the networks, and reportedly plans to start its hearings with a "horror film" consisting solely of violence pieced together from programs which are seen regularly on the air.

• **Business ethics:** The Kefauver electric machinery price hearings have hammered home the degree of price rigging that has gone on among top executives in some of the nation's biggest corporations. Now other congressmen will move in.

A list of several dozen specific cases of high living on expense accounts has been fed to the Congress by the Internal Revenue Service. Recently they were read into the "Congressional Record" by Sen. Paul Douglas (D., Ill.).

Stepped up enforcement isn't the answer unless the Kennedy administration contends new laws are needed to put limits on business entertainment. It tells, for example, of a contractor who decided to take a client to Las Vegas. The client insisted on taking his wife—who insisted that the contractor take his wife, too. IRS told the Congress that all had a gay time, and there was no way to stop them under existing law.

■ While some of the problems that will be explored this summer are simply "chronic"—in the sense that they represent difficulties which are not likely to come to any termination—there are others which will require closer watching.

• **Injunction power for the Federal Trade Commission:** This powerful new tool, enabling FTC to stop an ad until after a trial has been held, is advocated by Chairman Paul Rand Dixon. As proof that it is needed, its supporters mention such cases as Carter's Little Liver Pills, where ads ran for 16 years while every last channel of due process was explored.

But FTC already has power to get court injunctions if an ad threatens the public safety, and there is some doubt that this kind of remedy should be available for situations that involve little more than "economic cheating." Even in the charged emotions of the crusade to clean up tv commercials, former Chairman Earl Kintner hesitated to seek additional injunction power. In his view, the injunction may be too potent a weapon for the evil that it is proposed to treat.

• **Consumer counsel in the White House:** This idea seems to have gone through considerable refinement since it was first endorsed by President Kennedy during last fall's election campaign.

In its original form, the plan involved a special consumer representative on the White House staff. From this strategic location, the office of consumer counsel would watch the activities of the government departments and Congress, to see that the interest of consumers was protected.

Now, however, the idea of a White House task force to protect consumers seems to have been rather thoroughly worked over. If President Kennedy accepts the procedure which seems to be in favor at the moment, it will be a less impressive arrangement.

While there may be one person on the White House staff spending at least part of his time on this assignment, the job of protecting consumers would be parceled out to various government agencies. Each agency would be expected to designate someone to see that the consumer viewpoint is not overlooked. And a special unit may be set up—probably in the Department of Justice—to keep an eye on decisions and actions of all the other agencies, and to intervene in the event that the consumer's rights seem to be in danger. ≡

Berman Klein Schwimmer Schooler

COMMUNICATORS—*Four guests, above, at a fund-raising dinner of the communications division of Combined Jewish Appeal in Chicago last week were comedian Shelly Berman, named Communicator of the Year; Helen Douglas Klein, a pr consultant; and award winners Walter Schwimmer, president, Walter Schwimmer Inc.; and Lee Schooler, president of Public Relations Board, Chicago pr organization, and chairman of the communications division of Combined Jewish Appeal. In addition to those in this picture, 11 other Chicago communicators were honored for their work on behalf of the organization.*

KRAK, WHAT Offer Single Rate Structure

Effective June 1, KRAK, Sacramento, introduced a single rate card for both national and local advertisers, marking the first Sacramento area station to change to a single rate structure. The new rate card reduces national rates approximately 25% and increases local rates 20%.

At the same time, WHAT, Philadelphia, has also adopted a single rate structure, which is slightly lower than the old national rate and higher than the old local rate. A minute in class AA time costs from $8.80 for a short contract to about $6.60 for a longer buy. The station's policy also bans triple spotting.

Sears to Sell Dynacolor Film

Sears, Roebuck & Co. has announced plans to market 8mm and 35mm color film, made by Dynacolor Corp., Rochester, under its Tower label. Sears has been test-marketing the film since October. Sears is the second national company to sell the Dynacolor film. Walgreen Co., Chicago-based retail drug chain, is currently carrying the film under the Walgreen label.

Dailies' Linage Off 5.7% in April, Media Records Says

NEW YORK, May 31—Newspaper advertising linage dropped 5.7% in April, according to a 52-city summary compiled by Media Records.

For the year to date, Media Records reported, biggest percentage dips were shown by automotive, off 13.4%; total general and automotive, 9.2%; classified, 9.5%; and general, 7.1%. The total four-month loss, figuring in a .7% gain in financial linage, averaged out to be 6.4% below last year.

Financial linage was the lone gainer in April, up 15.4%, or 685,676 lines, to 5,127,451. Biggest losers last month were automotive, down 23.1% for a 3,954,626-line drop to 13,137,485; and classified, which dipped 8.3%, or 5,474,385 lines, to 60,352,822.

Others were total general and automotive, which suffered a 9.2% dip, down 4,443,825 lines to 44,096,179; total display, down 9,043,229 lines to 181,458,228, a 4.7% drop; retail, off 3.8%, or 5,285,080 lines, to 132,234,598; and general, whose 489,199-line drop to 30,958,674 was 1.6% off the 1960 pace. ≡

'IM' Gets New Editorial Design, Effective in June

Industrial Marketing, Chicago, has undergone a complete editorial redesign, effective with its June issue. Explaining the change in the June issue, *IM's* editors said the new design includes a new *IM* trademark, a new cover design, more open layout styles, a larger editorial section in the center of the magazine, a new "Late News" department and new formats for most other departments.

The new design was developed by Burton Cherry & Associates, Chicago, graphic design consultant.

Campus Supplement Bows

Campus View, "the magazine of college newspapers," a monthly supplement to be published September through May, will offer four-color cover space in its second issue, to appear in September. One-time b&w page rate will be around $2,000, based on a circulation of 250,000. Page advertisers in the 16-page May issue are American Airlines, A. Stein & Co. (Paris belts) and Cooper's Inc. (Jockey t-shirts). Publisher of the supplement is Collegiate Publishing Co., 539 Belleforte Ave., Oak Park, Ill.

Price Ads Hurt Appliance Field's Image, Ely Says

CINCINNATI, June 2—"If a man from outer space were trying to formulate some impression of the appliance industry in the U.S., and if he based his judgment solely on what he read in appliance ads," he would think it extremely poorly managed.

Claire G. Ely, marketing vp, Maytag Co., Newton, Ia., and chairman of the American Home Laundry Manufacturers' Assn., revealed what he thinks of a good part of appliance advertising in a speech prepared for delivery at the 29th annual convention here of the Institute of Appliance Manufacturers June 5.

The space creature, he said, "might go for days without ever realizing that we had a single feature which was desired by the homemaker. But he might quite quickly form the opinion that our industry either didn't know very much about its markets or else didn't care very much about its markets.

■ "For while he might have to hunt for an ad that contained strong feature copy slated toward consumer benefits, he could find plenty of ads screaming about 'a giant stock liquidation sale,' or testifying to the dealer's bad judgment or poor management or both by screaming 'I'm overloaded with merchandise. I need space. . . giant clearance sale!'"

"What kind of image does that create?" Mr. Ely, who spoke on image building, asked.

Poor image also results, he said, when an ad "with a beautiful picture of an appliance, a very detailed feature story, and an attractive price," moves a prospect to a store only to find out that "the picture, and the features, and the price don't really go together."

Mr. Ely said, "This happens with some frequency, the Federal Trade Commission notwithstanding."

■ "If our industry allows itself to drift to the point where an agency of the federal government has to step in and penalize and regulate us because of 'unfair advertising practices,' then I know that the image of our industry and of our individual companies will suffer," Mr. Ely said.

The advertising of the appliance industry inevitably creates an impression in the minds of the public, he warned.

"If price is the only thing mentioned, small wonder our industry is plagued with price cutting," Mr. Ely said. "Don't tell me that our industry can't do anything about it—if we really want to. I know where the money comes from to pay for the dealer ads—and so do you!" Mr. Ely said.

He criticized advertising that, in spite of "the literally hundreds of attractive features that have been developed," proclaims, "A warehouse is overloaded," or "A dealer needs more floor space," or "The boss is away so the salesmen are offering ridiculous prices." #

KHCC&A Adds Tanny Chunk

Vic Tanny Enterprises Inc. has appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle all advertising except the western division, effective June 26. The western division remains with Stahl & Lewis Advertising, Hollywood, which formerly had the entire account. Kastor, Hilton estimated its share of the Tanny billings for the next year at more than $2,000,000.

Take the "Supreme Test"...
discover the cookies and crackers that taste best!
SUPREME SALTINES
Chocolate Drop COOKIES
Pecan Sandies
SUPREME

FIRST TIME—*Supreme Bakers, Melrose Park, Ill., appeared in Life for the first time with a color page in the May 19 issue of the West Central edition. George H. Hartman Co., Chicago, is the agency.*

FC&B Appoints Three; Moves Coast Facilities

Robert Daubenspeck, formerly sales planning director of NBC-TV, Chicago, has joined Foote, Cone & Belding, Chicago, as supervisor of broadcast facilities, a new position. Warren L. Burmeister, former assistant director of CBS studio operations in New York, has joined Foote, Cone, Chicago, as a broadcast supervisor. Elwood C. Ratliffe, an account executive in Chicago, has been named a vp.

The staff and facilities of FC&B's Hollywood office have been moved into the agency's Los Angeles office. John B. Lyman continues as manager of Hollywood broadcast services, and his staff's function as a broadcast service unit for all FC&B domestic offices remains unchanged, the agency said.

Marketing & Advertising Opens

Marketing & Advertising Associates, Philadelphia, has opened offices at 109 E. 36th St., New York.

NBC Cuts Back California National; It's NBC Films Again

New York, June 1—A completely revamped and whittled down California National Productions began operations today under its old title, NBC Films.

The tv film production-distribution arm of NBC slashed its sales force from about 20 to seven men and will now concentrate its efforts on the syndication side of the business. Major emphasis will be given to first-run sales of off-network properties. California National did produce a few pilots this year, but the company has no further plans for production at the present time.

NBC Films will operate as a subdivision of Domestic Enterprises under the over-all direction of Morris Rittenberg. CNP had been a separate unit of NBC Enterprises, operating on an equal footing with Domestic Enterprises and Foreign Enterprises. Alfred R. Stern is vp in charge of NBC Enterprises.

Bill Breen, who has been eastern sales manager of the film company, has moved up as national sales manager. With another salesman, he will continue to cover the eastern area.

■ Daniel M. Curtis, director of sales, will leave the company. Herb Schlosser, who has been vp and general manager, will move to another assignment, at NBC-TV. Former programming vp Carl Lindemann will join NBC news. Arthur Perles, director of promotion, will announce his plans shortly. ≠

French Offers Lamp Premium

R. T. French Co., Rochester, N.Y., is offering a "torchlight" lawn lamp premium for $2 plus a label from a jar of French's mustard. Display materials will promote the offer, as will ads on 11 daytime CBS-TV shows on which the company participates.

Ads Tell Prefab Story

Barber & Ross Co., Washington, maker of prefabricated houses, has taken a page ad in the *Washington Post* as the initial step in a campaign to explain the facts concerning manufactured houses. Robert M. Gamble Jr., Washington, is the agency.

CTV Network Names Atkins

Thomas B. J. Atkins, who resigned recently as supervisor of national selective sales (tv) of Canadian Broadcasting Corp., has been appointed sales manager of CTV Television Network, Toronto.

Burrelle's Established 1888
Clipping Analysis

Now...Get Concise, Periodic Reports

Burrelle's prompt and thorough clipping service has long supplied P R Directors with clippings from daily and weekly newspapers, magazines and trade papers.

Now, in addition, Burrelle's offers *Professional Clipping Analysis*—confidential, interpretive, statistical reports sent to you each month. This new service . . .

. . . *gives management impressive, comprehensive evidence of your accomplishments.*

. . . *keeps you posted, helps you establish even more effective future P R programs.*

. . . *relieves your staff of time-consuming details.*

Phone us today—or drop us a note—so that we can discuss with you how *Professional Clipping Analysis* can best serve your needs.

BURRELLE'S PRESS CLIPPING BUREAU

165 Church St., New York 7, N.Y. — Phone BArclay 7-5371

SALES OFFICES

1868 Columbia Rd. NW
Washington 9, D.C.
COlumbia 5-1757

Magee Bldg.
Pittsburgh 22, Pa.
COurt 1-5371

14 E. Jackson Blvd.
Chicago 4, Ill.
WAbash 2-5371

1456 N. Crescent Hts. Blvd.
Los Angeles 46, Calif.
OLdfield 6-0304

Here is a plan to help you

REDUCE SUFFERING AND TRAGEDY

With it, your company can **SAVE PRECIOUS LIVES,** *while* **CUTTING COSTS DUE TO ABSENTEEISM** *by as much as 1/3 to 1/2!*

Together, American management and labor have done a remarkable job of reducing the incidence of industrial accidents. In-plant safety campaigns have been so effective that today it is *nonwork accidents* that cause the bulk of lost lives and manhours in our economy.

The National Safety Council has developed a plan to reduce these accidents. Not only will it save lives and prevent crippling injuries, but it will add significantly to the efficiency and net profits of companies which put it into operation.

Let's say you're an average company or corporate unit doing $1 million in sales a year. Your net is around $73,000. National Safety Council figures show that the average nonwork accident costs employers about $72. (You can determine *your* costs with the Council's new nonwork accident report system.) Ten such accidents can cost $720—or about 1% of your net profit. Prevent those accidents and you can *add 1% to your net!* Prevent twenty—and add 2% to net!

Experience shows that a reduction of nonwork accidents by 30% is possible! One large company with an excellent in-plant safety record has *cut nonwork accidents by 1/3* with its off-the-job safety program! It's employee's rate for motor vehicle fatalities stands *85% below rate for all U.S. workers!* And its already low *in-plant accident rate came down 50 per cent!*

Here is a rewarding endeavor that pays immeasurable dividends in human and employee relations—as well as an important untapped source for cost control. You can institute this kind of program in your company. Send the coupon for a copy of our booklet "The Challenge to Management of Off-the-Job Accidents." It will show you how to determine your non-work accident costs, as well as many tested ways to reduce this steady waste of lives and profits. Send the coupon today.

Howard Pyle

HOWARD PYLE
President, The National Safety Council

Published to save lives in cooperation with The Advertising Council and The National Safety Council

SUPPORT YOUR LOCAL SAFETY ORGANIZATION

THE NATIONAL SAFETY COUNCIL
425 NORTH MICHIGAN AVENUE, CHICAGO 11, ILL.

Please send me a copy of your booklet "The Challenge to Management of Off-the-Job Accidents." I want to learn how my company can save lives while cutting costs.

NAME__________

TITLE__________

COMPANY__________

ADDRESS__________

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

ACCOUNT EXECUTIVE

If you have a solid background in foreign advertising—both industrial and consumer goods—and want a challenging opportunity, you may be the man for us. Your position will require you to contact, supervise, plan, advise and create. Age 30-40. Salary open—commensurate with your experience and ability to produce. East coast location. Send resume with salary requirements in confidence to

Box 4931, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Assistant Editor

Prefer man with experience in dairy or other food processing trade magazine. Job includes production, editing, feature writing. Good future for personable, aggressive, energetic man. Send resume, photo and salary requirements to

Box 4933, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DISPLAY SALESMAN

Proven sales record and accounts wanted in return for complete creative dept and nation's largest display production facilities. All display media. Top commissions. Chicago. Send resume.

Box 4934, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Copywriter

For our growing, medium size, southwestern New York State agency. Several years of agency copy-contact experience handling industrial accounts absolutely necessary. You must be a self starter, a man that can develop and write ads, catalogs, direct mail, publicity in a positive, clear, sales minded style. If you are interested in working in a stimulating atmosphere with young and aggressive creative talent, send us a resume, realistic salary requirements, a small snapshot and a few examples of your work.

Box 4884, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER

I am looking for a man who likes words . . . understands their meaning . . . and has the knack of putting these words together so that any 12-year-old can understand. I don't care what type of copy work you've been doing as long as you have the ability to WRITE.

You'll be part of a permanent team that creates and produces all advertising, sales promotion and P.R. material for one of the nation's fastest growing insurance companies.

Starting salary will range from $400—$600 per month depending upon your experience. If you're seeking permanency and advancement . . . mail a resume today and tell me why you're "THE MAN" for this opportunity.

R. T. Perrella, Advertising Mgr.
OLD EQUITY LIFE INSURANCE CO.
Old Equity Building, Evanston, Ill.

ASSISTANT EDITOR: For technical interim external company magazine, well known research development organization in metropolitan New York area. Degree required with technical background and experience in technical editing or writing. Small staff with opportunity for future assignments in other publication-public relation activities.

Box 4935, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

PUBLISHERS ASSISTANT

to develop into General Manager to take daily administrative burden off overworked publishers on #1 publication (monthly) in expanding field. Man we want most likely now with successful business publishing house. Essential requirements include painstaking attention to detail which comprises 2/3 this type publishing, cost-consciousness and ability to handle small staff firmly and courteously. Much time in correspondence and on telephone, a little travel. For right man a great opportunity for overall responsibility and income growth. Write in detail, salary expected. Confidences respected.

Box 4913, ADVERTISING AGE
630 Third Ave., New York 17, New York

Chicago Advertising Salesman

as exclusive representative for outstanding business magazine. Commission on house accounts alone provides handsome base. Potential income $20,000-$25,000. Must have successful space-selling background and be willing to maintain small office in Chicago with parttime secretarial help. Send previous history. All confidences respected.

Box 4929, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALES MANAGER

By publisher of professional magazines. Experienced in space sales and production of promotional materials. Travel necessary. Located in Mid-West university town. Give full resume.

Box 4911, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

MOLENE PERSONNEL SERVICE

publicity editors
adv. managers copywriters
artists media production sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 8

PROOFREADER

First proof to engraving (inclusive). Requirements: min 2-3 years ad experience and an eagle eye. Good starting salary at creative N.Y. agency. Send resume.

Box 4936, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING AND CIRCULATION. Permanent position. Harry Golden's **Carolina Israelite**. Someone who can handle national and local advertising and understands circulation and renewals. Write to **Harry Golden, P. O. Box 2505, Charlotte 1, N.C.**

BETH TURNBULL

Needs artists for these top jobs

1. Art Director familiar with film work
2. Realistic Illus. with a design-fashion flair (out of town)
3. Production artist & Lettering in graphic art department of an Indust. Design Co.
4. Layout artist for a Consumer Mfg.
5. Agency layout man for space & collateral
6. Exp. retail layout artist

Call Beth Turnbull/Barnard Personnel
220 S. State St. WAbash 2-2306

HELP WANTED

"NER" describes hundreds of $7,000-$35,000 Executive job openings monthly. Write for free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

POSITIONS WANTED

PUBLIC EMPLOYEE RELATIONS

Marketing Man with 7 years solid experience in public, employee in community relations, sales promotion, seeking challenging position. Age 31. Married.

Box 4950, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHING PROFESSIONAL

Marketing oriented publishing executive seeks challenging position. Skilled in sales, sales presentations, promotion, market research. Experienced in training space salesmen. Planning and administrative talent. Former agency VP. Also have industry experience.

Box 4953, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING DIRECTOR

Currently employed by leading metro N.Y. food mfr. with $1.5 million ad budget in TV Radio Magazines. 12 yrs exp. both client agency sides. Creative with admin ability. Age 37, coll grad, family. N.Y. area only.

Box 4938, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

UNDERSTANDING ASSISTANCE
DURING YOUR SUMMERTIME SLUMP

College graduate, with 6 yrs. agency exp. as copywriter, will help you hold the reins while others head for the hills, plains or plateaus in search of summer fun. Well versed in general office procedures. Can perform most any task you name. Full or part time. Chicago only.

Box 4937, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Looking for good, old-fashioned savvy at a reasonable price? Only 40, with fine track record as A&SP exec and consumer-industrial AE. Creator of award-winning ads, sales helps. Knows people, art, prod., media, budgets. Will relocate. Good team man or 1-man dept. Make ideal AM, AE, staff assistant or what have you?

Box 4939, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV-MOT. PIX-AV

TV-Client Programming bg., Bus. Mgr. Films-Prod. Mgr., Writer-Director, Editor, AV-Producer, Meeting Mgr. Your choice.

Box 4951, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT MAN AND ART DIRECTOR

Employed. 14 years diversified experience in printing plant and agency art depts. Excellent college and art school background. Creative, up-to-date layout, finish art, brochures, booklets, trade and national ads. Practical, know type, small copy, production, contact, organize, supervise. Prefer agency work.

Box 4948, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Brilliant, Versatile Copy Exec
Seeks $20,000 or better New Job
Box 4940, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

UNHAPPY AS HELL

Effective agency-management presentations and contacts, plus experience. Diversified industrial and consumer product background. Current position, publication advertising manager. Midwest or open.

Box 4941, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MGR.—EASTWARD, HO!

Family situation requires return to SE Penna area. Advertising Manager, 32, administering $140,000 budget, all media. Agency copy-contact background. Wants job with advertiser or agency by Aug 1.

Box 4943, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MANAGER OR COPY-CONTACT

Topflight copy. Highly creative. 20 yrs. in intangibles, foods, indus. $14,000.

Box 4942, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INSIDE-MAN-AT-THE-SKUNK-WORKS

wants job with growing agency preferably in south, southwest or west. Accomplished art director, experienced production traffic office manager. Looking for challenging opportunity to serve as prime mover of internal agency operation with eventual option of buying in. Age 35, family, excellent references. Salary requirements secondary to growth-in-job potential.

Box 4944, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER. Creative, analytical. National Exp. Particularly sensitive to consumer mkt. Interested in free-lance assignments.

Box 4955, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION-TRAFFIC MAN

THINKS FOR HIMSELF. COMPANY AND AGENCY EXPERIENCE SEEKS A CHALLENGING POSITION. COLLEGE GRADUATE, WILL RELOCATE. REFERENCES AND RESUME UPON REQUEST. CALL VIKING 9-6053 (CHGO)

REPRESENTATIVES AVAILABLE

Chicago based publication reaching quarter million college students desires national sales reps.

Box 4949, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Publishers' Reps for the 9th Fed. Res. Dist. Well founded associations and connections in the trades. Hdqtrs-Mpls.

Box 4945, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

REAL MONEY-MAKER. Creative planning and full production of company sales materials, house organs, direct mail, etc. Est. 25 years, top clientele, excellent equipment alone worth $40,000 (would cost double now). Tremendous opportunity, now and for fast growth. Owner nets approx. $20,000 with little effort, wants to retire. New blood could double or triple. Around $40,000 will handle. Phone Floyd, Wabash 2-5007, Chicago. Or write

Box 4946, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

PUBLICATION PRINTING
LETTERPRESS OR OFFSET

Open time for short run publications, directories, etc. monthly or quarterly. Up to 15,000 run 48 pages 8½" x 11". Reasonable rates, complete typesetting and bindery facilities. Near Chicago Post Office location, good service.

Box 4952, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VENUS—the funny new game
for ad men who give parties!

Really hilarious! the funniest new party game in years. Easy to play with you as the host. A good ice breaker. Plenty of laughs. Be the first party-giver in your crowd to play the brand-new VENUS GAME. Only $3.00 postpaid.

VENUS GAMES, INC.
Box 885 Richmond 7, Virginia

WANT PHOTOGRAPHY DONE IN EUROPE? Free Lance Photographer will be in France, Italy, Spain, England, for summer. Available for assignment. **Dee Genther, MU 3-5629, 213 E. 31 St., N.Y., N.Y.**

35mm COLOR SLIDE DUPLICATES

made from your master transparencies as low as 9½¢ each. Write for sample slides, full information to:
WORLD IN COLOR PRODUCTIONS, Box 392-F, Elmira, N. Y.

Your Classified Ad in This Space Will Bring Results

Our 50th Year
ADV. CO-ORDINATOR full charge discount retail chain stores $8-10,000
MERCHANDISING MGR. ret. disc. chain store exp. necessary 10-12,000
ARTIST-ILLUSTRATOR excel. opp'ty growing Wisc. adv. agcy. Open
MANY MORE. MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St. CHICAGO 3, Ill.
Phone CEntral 6-5353

UNUSUAL OPPORTUNITY
FOR SALE
ONE-HALF INTEREST
PUBLISHING-ADVERTISING CO.

Annual gross about $200,000. Gradual increasing net profit for past 15 years. Growth by popular demand from one man's part-time operation without sales assistance. Publishing contracts underwritten by Blue Chip accounts. Sound. Clean. Present owner wants to be relieved of management to concentrate on sales and expansion in established unlimited market. $100,000 on terms to qualified party.

Box 767, Advertising Age
630 Third Avenue, New York 17, New York

ADVERTISING MAN

One of Atlanta's longest established agencies wants a top-flight advertising man for its executive staff. Proven experience is essential. If he is talented enough to supervise accounts, assist in copy and planning, he can share in the company's growth. We require creative and merchandising ability. We want a lot—and are willing to pay for it.

If you qualify and want to live in a wonderful, growing city of a million, send us your background and fact sheet. We'll respect the confidential nature of any correspondence. Box 763, Advertising Age, 200 E. Illinois St., Chicago, Illinois.

COPY CHIEF

Radio, TV, print background. Experience includes manufacturing, national industrial consumer advertising. Have written slide films to B'way play. Young 48 years, married, children. Employed. $16,000. Box 766, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

PRODUCTION MANAGER

Major 4 A'S Agency located in NYC has opening for top print Production Manager. Heavy experience in color reproduction required. Send complete resume to Box 769, Advertising Age, 630 Third Ave., New York City, New York.

COPYWRITER

29-year-old Texas Agency has growing pains. Expect to alleviate by adding top-notch, versatile copy person with heavy TV and film experience. Send snap-shot and resume, but no samples please. Salary open. Box 768, Advertising Age, 200 E. Illinois, Chicago 11, Illinois.

OFFICE SPACE
FIRST FEDERAL BUILDING
Hollywood & Highland Blvds.
Los Angeles, Calif.

950 square feet of partitioned and carpeted office space for lease in this most desirable building.
Four outside offices, one cornered on Hollywood and Highland, plus two interior offices and clerical area. Premises are available for immediate occupancy.
Call MA. 9-3611
Los Angeles, Calif.

CREATIVE HOUSE
PERSONNEL

HELP!
HELP!
WE'RE
SNOWED
UNDER!

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 EAST OAK • CHICAGO 11 • DE 7-0001

DON HARRIS NEEDS:

SPECIAL NOTE: Some employers and applicants ask Don, "Do you fill only higher-salary jobs?" The answer is "No"—see below. It CAN be hard to move a man across a great distance against competition closer to the job. This depends on how unusual his resume factully proves he is.

TV WRITER, foods, other package goods, agency high in over $25MM group. Nice fringes. $18M

ADMINISTRATIVE ASST. to V.P. Sales & Advertising. Beer, wine or liquor experience helpful, food experience not excluded. Sales-experienced. Will conduct sales meetings. 32-45. (Send snapshot) $13-$15M

MARKET RESEARCH MANAGER, building products company. 80% institutional, industrial, 20% consumer. $10M-$11,500

WRITER, PR and house organ, some consumer collateral. Chicago. To $9M

INDUSTRIAL DESIGNER. Creative styling, technical illustrations—perspectives, exploded views, etc. Big company deep in new products. To $8,500

MARKET RESEARCH, PROJECT DIRECTOR, one of biggest of all agencies. "Psych-soc" academic background. Applicants to date "lack growth potential, zest for challenges." Rare opportunity for top-man guidance. $12M

MARKET RESEARCH JUNIOR. "Psych-soc" academic background. If potential high enough might have little job experience. Wide growing room. Very big agency. $6M

RESEARCH ASSISTANTS, major agency. Academic background, some or all of statistics, math, psychology, other social sciencies, economics. Some research job experience. To $7,200

DON HARRIS, Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

TOP-LEVEL SALESMAN
for
LEADING AEROSPACE
PUBLICATION

Expanding aerospace publication has opening for creative salesman in Midwest territory. Experience in aerospace, electronic, defense or military space sales definite asset. Excellent potential based on salary plus bonus provides unlimited opportunity for right man. Send complete resume in confidence.

Box 764, Advertising Age
630 Third Ave., New York 17, N.Y.

CHICAGO EMPLOYERS!

We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Manager & Asst.
Artists
Editors
Writers
Photographers

Professional, Sales & Clerical Office
Illinois State Employment Service
73 West Washington Street
Financial 6-3960
No Fees Charged Employers or Workers

KAY DALY said:

"Now what do you do when your business gets so big that you can't stir up the lipstick—**and** your advertising agency—**yourself** anymore? You must find young people who have the intuition as well as just plain **tuition**—or you'll eventually come to a grinding halt. And how do you find these rare intuitive young men?"

Here I am!

Box 765, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

SET DESIGN—*Months before Admiral brought 2,000 dealers to Las Vegas for introduction of the new radio-tv-stereo line, Charles S. Grill (left), ad manager, and Carl E. Lantz, president of Admiral Sales Corp., planned details of the show on a miniature stage.*

It's Admiral's Turn to Deal, as 2,000 Dealers Wheel Through Vegas

(Continued from Page 6)

four-day stay in Las Vegas (at least as far as Admiral was concerned) was the second-day presentation of the company's 1962 line of 23" tv sets, stereos and radios.

A special show introduced the lines in the Flamingo Hotel's brand new convention hall. Admiral sales chiefs delivered the selling stories of the lines. Interspersed were singers, dancers and pretty models.

BARKER—*Carl Lantz kept sales rolling at the Admiral dealer meeting, calling off new sales totals and awarding champagne to tables which met their quotas.*

The dealers heard predictions of sales upswings, praise for their efforts, and lots of promotion for the new Admiral equipment, from Mr. Lantz; Mr. Siragusa; Al Medica, sales manager of the tv division; Clarence Flinn, sales manager of the radio-stereo division; and Charles Grill, advertising manager.

Admiral's new line features the Masterpiece collection, with emphasis on fine furniture styling. "The lady of the house wants fashionable furniture," Mr. Medica told the dealers. He predicted a 400% increase in industry sales of the tv-stereo combination for 1961 over 1960, and advised dealers to stock up on these sets.

■ Mr. Siragusa, urging the dealers to do more promotion of color tv, said that Admiral's color sales in 1960 were 41% above '59, "and we feel the surge will continue." He also said stereo fm broadcasting will be "a tremendous stimulus to our industry," and announced that Admiral stereo adapters will retail for less than $50.

The show was up-tempo all the way, with every speaker driving home the quality-performance story ("We felt some repetition was needed to get the story across," said James Sweeney, Admiral account supervisor at Henri, Hurst & McDonald).

But following the final talk—about ad plans—by Mr. Grill (AA, May 29), the crescendo grew still more. When the house lights came up, dealers found order blanks at their tables. And Carl Lantz provided the clincher—for those who order a certain amount, free tv, stereo or radio sets . . . plus drawings for Thunderbirds, Falcons, fur stoles and trips to Madrid. Magnums of champagne were carted out for tables where everyone reached the quota, or where a new sales record was set, or where someone was celebrating a birthday or a hole-in-one.

■ Amid this carnival atmosphere, an Admiral "Finalizer" machine kept a running score on the amount of sales racked up. Admiral Sales Corp. officials toured the tables to help things along during the two-hour sales session. Models collected the order blanks for the prize drawings. The hotel band played sprightly tunes.

After the dealers had turned in better than $5,000,000 in orders during the two hours, and had had lunch and departed for Las Vegas' sun and fun, Mr. Grill gave ADVERTISING AGE some statistics on what it takes to put together a show for 2,000 dealers:

- 24 chartered airplanes, making 48 trips.
- Four vans to cart the stage (produced by Wernecke Display Studios) from Chicago.
- One van for IBM equipment.
- Two vans for the products (two sets of the new line were trucked out—one for the show and one for display purposes).
- 17 stage hands.
- 40 representatives from Admiral.

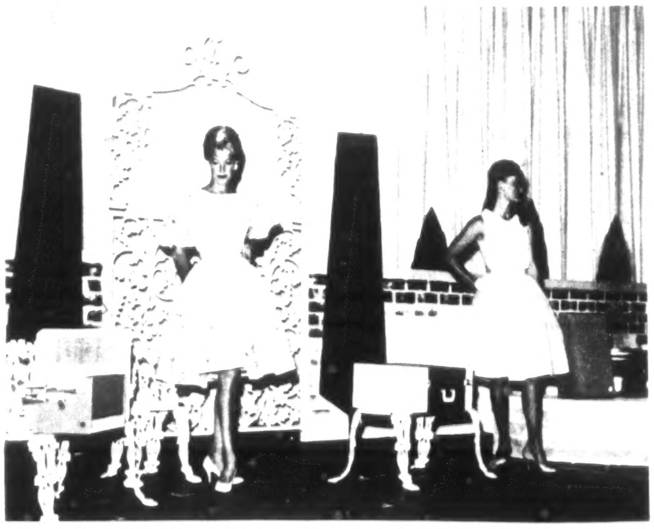
■ Admiral had its own counterparts working with people who were servicing the affair—airline agent, hotel clerk, baggage chief, etc. The advance group arrived in Las Vegas a week ahead of the first dealer group to be briefed on their duties and set up the maze of equipment.

Judging by the volume of orders turned in, Admiral dealers liked what they saw. Most of them, of course, are top salesmen of the Admiral line. Not all were there as a reward for meeting quotas, however. Admiral left it up to the 85 distributors to select their own dealers for the trip. In several instances, dealers who did not carry Admiral were taken along to see the line and hear the sales talks.

One dealer from suburban Chicago said he came along only because of strong urging from the distributor. "If I took all the trips offered by the factories, I'd be away more than I'd be home," he said.

■ Another dealer, from southeastern Ohio, said he always made the trips "because you get the best price you'll get all year at these sales roundups."

As the last dealer boarded his plane for the flight home, Admiral officials were making plans to get together for a review of this sales effort, and to plan for next year's event. First, they agreed, there was one thing they all needed—a vacation. ≠



SHOW TIME—*Dealers were introduced to the new Admiral line with pretty models and luxury settings. The show also included interludes with dancers and singers.*

Green Succeeds Gorter at Pullman-Standard

George L. Green, who joined Pullman-Standard, Chicago, in 1953 as a sales vp, has been elected vp in charge of marketing. He succeeds as head of the company's sales organization T. P. Gorter, who has completed 42 years of service and will continue as a sales vp.

Meek & Thomas Adds Client

Meek & Thomas, Youngstown, O., has been appointed to handle advertising, sales promotion and pr for Graphite Products Corp., Brookfield, O. The company produces colloidal graphite dispersions for industry.

Stohl Joins Mystic

Milton R. Stohl, formerly a vp of Technical Tape Corp., New Rochelle, N.Y., has joined Mystic Adhesive Products, Chicago, as vp and director of sales and marketing, a new post.

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 177,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name____________________

Street____________________

City____________ Z____ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

NRDC Tests Taper Diet Bar

National Research & Development Corp., Atlanta, is test marketing Taper Diet Bar in the Atlanta area, using a two-color page in *Life* on a split-run basis, plus large space ads in the *Atlanta Journal-Constitution*. Point of sale material in drug outlets is also being used. The 416-calorie product was developed through the company's research on a compact food for space travel. The company said it will soon market a companion product, Takon, for persons wishing to gain weight. Communications International, Atlanta, is the agency.

Josephson, Cuffari Moves

Josephson, Cuffari & Co., Montclair, N.J., has moved to its new building, especially constructed for the agency at 33 North Fullerton Ave., with provision for the addition of another floor for future expansion.

Gabrielli Okamoto Momoi Tsukazoki Rush

Mack Hanson Sigmund Bowerman Paris

AFA FAR EAST—*A touch of the Far East was given to the highly Occidental Advertising Federation of America convention in Washington by the presence of T. Okamoto and S. Tsukazoki, Asahi Shimbun, Tokyo; and N. Momoi, Columbia Press, Tokyo. Chatting with them are Joseph S. Gabrielli, Verstegen Printing & Lithographing Co., Sioux City, and Pat Rush, McCann-Erickson, New York. Kay Hanson, United Service Associates, Washington, and William F. Sigmund, Henry J. Kaufman & Associates, co-chairmen of the convention, swap stories with Ray Mack, Washington Daily News; Robert Bowerman, Washington Post; and Herman Paris, WWDC, Washington.*

Educate Public on Value of Ads via TV Commercials, McMahan Suggests

(Continued from Page 8)

ceive a "trade school" education, but on the contrary are exposed to approximately as much work in the liberal arts curriculum as are students in liberal arts courses.

■ Another professor on the program—Neil H. Borden, of Harvard, author of the definitive work on the economic effects of advertising—reiterated the original findings of his study as to the importance of advertising in American economic life and warned of the dangers of tampering with this important segment of our free economy.

"Are we to leave to free consumers determination of what they want and are willing to purchase, or should we leave to some bureaucratic decision what is good for free men?" he asked. "And under our form of government, how do we attain good schools, beautiful parks and good roads except by taxes, whose amount depends in major degree on the production by industry of those things which consumers will buy?"

■ The meeting was given an international flavor by the presence of a number of advertising people from other countries, including Mexico, Ceylon and Japan; by a talk given by Paul Thompson, manager of Reader's Digest International, detailing how his organization developed a world market for the magazine which is its product; and by a discussion of advertising and marketing in Great Britain by John Treasure, head of the marketing division of J. Walter Thompson Co., London.

Britain has become a mass consumption, high income society with considerable similarity to America, Mr. Treasure said, but marketing plans cannot be simply moved from one country to the other. They must be tailor-made to suit the special conditions of the country.

Advertising expenditures in England now constitute about 2.2% of GNP, he reported—a figure not too much below the percentage of GNP devoted to advertising in this country.

It can almost be taken for granted, he reported, that Britain will join the Common Market in Europe, or at least will attempt to join it. In such a case, he said, "American investors in Britain may have further cause to rejoice," because Britain will become an important bridge to the great continental market. ≠

Wendt Again Gets Montana

Wendt Advertising Agency, Great Falls, Mont., has been named to handle Montana's tourist advertising for the next five years by the state highway commission. The agency has handled the account for 26 years, but this was the first time that a five-year contract was signed. The annual media budget has been estimated at $50,000. In its presentation, the agency urged increased use of western editions of national magazines and western magazines and dailies.

Two Join Doyle Dane Bernbach

L. G. (Pete) Van Akin, formerly with Fuller & Smith & Ross, has joined the account staff of Doyle Dane Bernbach Inc., New York. Richard Hillman, formerly a research analyst at Benton & Bowles, has joined DDB as a project director in the research department.

Forster Names Simonds

Forster Mfg. Co., Wilton, Me., manufacturer of World's Fair and Ideal toothpicks and other woodenware, has named Simonds, Payson Co., Portland and Boston, its agency. Tyler Advertising Agency, New York, is the former agency of record.

FCC OKs Radio Suburbia Stock Sale to Red Owl

The Federal Communications Commission has approved the acquisition of the stock of Radio Suburbia, owner and operator of KRSI, Minneapolis radio station, by Red Owl Stores. The change in ownership became effective May 21. J. Warren Burke, formerly with KMSP-TV, has been named general manager of KRSI.

Mooney Joins Mogul Williams

Harold L. Mooney, formerly research director of Gardner Advertising Co., New York, has been named research director of Mogul Williams & Saylor, New York, a new post. Succeeding him at Gardner is Richard H. Behrman, formerly assistant research director.

Hall Joins 'Skipper'

Monroe B. Hall, formerly advertising director of the *Journal*, Lakeville, Conn., has joined *Skipper Magazine*, Annapolis, Md., a yachtsman's monthly, as advertising manager. He succeeds Lester R. Trott, who resigned.

Eagle-Picher Boosts McCarthy

Eagle-Picher Co., Cincinnati, has appointed William F. McCarthy advertising manager, succeeding Ed Lowe Gouedy, who has retired. Mr. McCarthy was formerly assistant advertising manager.

Udylite Boosts Trees

Udylite Corp., Detroit, supplier of metal finishing equipment and materials, has appointed Robert C. Trees, vp, marketing. Mr. Trees was formerly director of advertising.

AD AGENCY EXECS.

The magic of Emotion

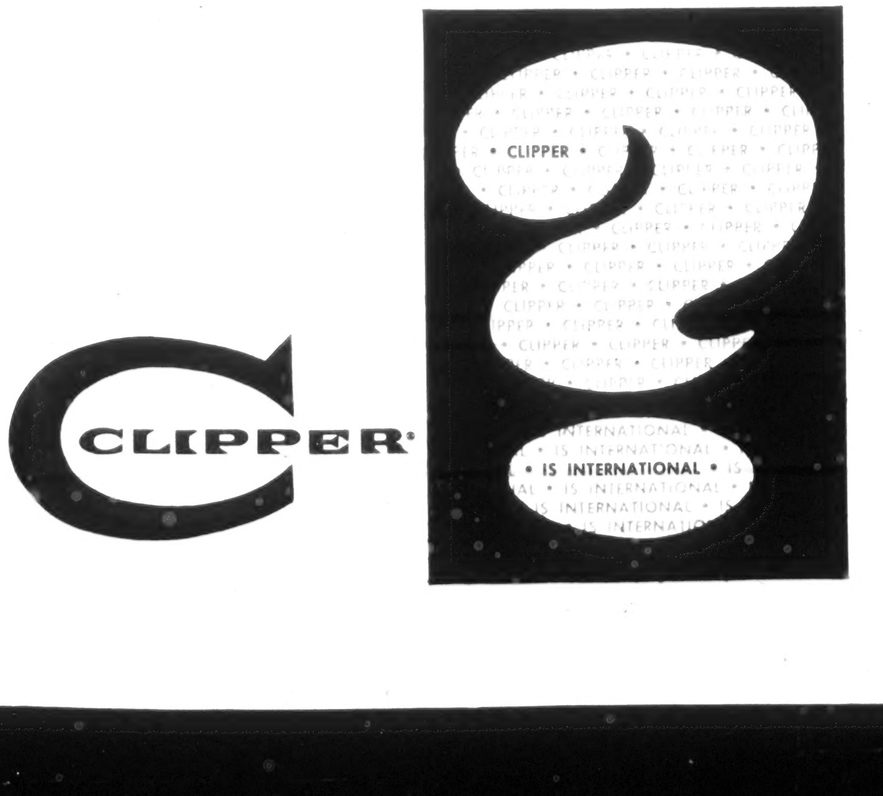
It is 11:00 p.m. 45th and Broadway. The theatre doors open. Look . . . Those people coming out . . . See their expressions . . . See how they have been moved by the magic of emotion. I too have moved people thru the magic of emotion with the same impact created behind those theatre doors—only I did it with dramatic commercials about ordinary everyday products. I also did it with specially written and produced phonograph records which I used to educate, inspire and motivate distributors and dealers. I am a producer, writer, narrator and merchandiser. I have been reaching the consumers and the sellers of products with recorded productions that carry an impact rarely attained in the world of business. You have read of my unique talents in the national magazines and business pages. I am in NYC from Los Angeles seeking two or three select companies that sense the need for this kind of ability. Write

Box 772, Advertising Age
630 Third Ave., New York 17, N.Y.

BUY THE BIG 5th
EL PASO, TEX.
...AND HELP YOURSELF

"Here's how" El Paso, big 5th city of Texas, serves your sales a triple shot... by serving 750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico. What a dividend! Buy the Big 5th, ranking well within the nation's TOP FIFTY MARKETS, and reach 750,950 people who want to buy what you want to sell. Buy the Big 5th... El Paso, Texas... and help yourself!

EL PASO BROADCASTERS: XELO KELP-TV KELP KHEY KIZZ KROD-TV KROD KSET KTSM-TV KTSM XEJ-TV XEJ



Boring Ads, Deceit Blamed for Woes of Ad Industry

ARK HOTEL
1961 National Editorial Contest
First Prize
Advertising Federation of America

Feemster Fish Crichton Lander

AFA AWARDS—*During the Advertising Federation of America convention in Washington several people received special recognition. Robert M. Feemster, Wall Street Journal, predecessor of James S. Fish of General Mills as chairman of the AFA, is shown as he presents a gold clock to Mr. Fish upon his retirement from the AFA post. Ann Lander, Thomas Jefferson High School, Dallas, was the winner of AFA's high school editorial contest, on the theme "Advertising—A Force for Democracy." John Crichton, editor of* ADVERTISING AGE *and chairman of the judging committee, presents the certificate and $500 scholarship. More than 85,000 students entered the contest.*

(Continued from Page 1)

—government regulation."

"Let's come right out with it and admit that when we say 'government regulation,' we almost always mean government interference with campaigns or copy

AFA Meeting

themes or tv demonstrations that are designed, usually deliberately, to mislead or deceive the public," he chided AFA.

• **Paul Rand Dixon**, Federal Trade Commission chairman. He reported that he and his colleagues doubt that anything good can be achieved through further "evangelism" by the commission to educate business men.

"I am inclined to believe," Chairman Dixon declared, "that few indeed are the misrepresentations for a product that are made through ignorance or naivete."

• **Earl Kintner**, former FTC chairman. He opened with an eloquent defense of "evangelism" as a device for strengthening the capitalistic system. Citing efforts toward self regulation in all branches of media and advertising, he ended with a warning that advertising's future freedom is in its own hands. "If it succumbs to ineffectual hand wringing or cynicism or intransigence in the face of the public interest, a bitter outcome is certain," he declared.

• **Leslie C. Bruce Jr.**, director of advertising, Purex Corp., South Gate, Cal. Observing that responsibility, like charity, must begin at home, he outlined the Purex written policy on advertising claims and promises (AA, May 9, '60).

"The existence and implementation of a specific advertising policy requiring that all ads be in reasonably good taste have not seemed to reduce the performance of selling messages in any way," he said. "On the contrary, Purex is receiving a fair amount of unsolicited consumer mail commenting specifically on Purex commercials."

■ Mr. Cunningham, AFA's new chairman, was among those who praised the Cleveland plan. In his speech at today's closing luncheon, he said: "This Cleveland advertisement, more than any I have ever seen, proves that we want advertising to be honest and in good taste. It implies that advertising is a public property, which it is, by bringing the consumer into the picture, giving him responsibility and asking his help in controlling this important national selling force."

But Mr. Cunningham made it clear that he thinks the boredom factor is a far greater danger to advertising than the threats from government or other sources.

He described admen as "middle men," who have an obligation to "the end men—to the men who make things on one end and the consumers who use things on the other.

■ "It is among middle men," he observed, "that there exists the greatest likelihood of malpractice in business. It is not easy for a farmer to deceive, controlled as he is by a system of weights and measures. It is not easy for a workman to deceive. His work is visible. But we who deal in paper things—such as dollars and invoices, vouchers and bills of lading and advertising—must exercise a great deal of care."

Since the advertising industry has already set up such effective self regulatory plans against deceit and misinformation, the greatest remaining liability, he said, is the danger of boredom.

"We must recognize that when we load the television screen with arrows running around people's stomachs, and hammers banging away inside their brainpans—we are boring the public.

"We must recognize that when we plaster five different commercial messages one after another at station break time—we are boring the public."

■ Warming to this theme, he said: "It is not only boring, but not even sound advertising, for force-feed the mind with advertising claims so fast that very little net deposit about anything remains with the viewer. No one of these five or six products gets very much 'share-of-skull.' "

Similar dangers from boredom were reported in other media. "There is something very boring about a radio program which alternates two minutes of music with one minute of commercials," he said. In the public prints, there are certain schools of advertising that bore a bit by their imitativeness. The vodka ads seem to run in schools. The whisky bottle ads. All the cigarets that filter out the bad but so sensitively "let the flavor through."

■ Dr. Warne told AFA that if Consumers Union gave out awards, the top award would go "to those radio and tv advertisers whose discourteous invasion of the American home did more to accelerate consumer revulsion in a brief span of years than any other event."

He assured his audience he had no intention of attacking advertising as such. "To attack advertising is, in my judgment, as ill-advised as to seek to eradicate the free communication of ideas just because such communication has been extensively abused.

"Advertising is a valid mechanism for disseminating information—an immensely potent, yet neutral mechanism. It may be employed to make people frugal or become spendthrifts. It may accent the spiritual or the temporal. It ever reflects the mood and emphasis of those who employ it.

■ "The consumer has no quarrel with advertising as such," he insisted. "His basic quarrel is simply that this medium is misused. It has been designed and powered for a minor, a lesser objective—the promotion of brands.

"And its service to a single brander is too often not a service, but a disservice, to the economy as a whole. And that service to a single brander in his competition with another brander not uncommonly leads further to such losses of larger objectives that the supermarkets are turned into jungles, that the marketplace becomes a shouting bazaar."

The Consumers Union chief inserted his needle at other points:

Informative copy: "We at Consumers Union have never really understood the need on your part to avoid the actual product the way you so often do in your advertising copy. We are fascinated with the product . . . And furthermore, for those long, detailed and, in your terms, dull descriptions of products, we find that our members not only pay the cost of providing them, incomplete as they are, but do read the full description in detail."

Codes: "We find that those codes for good copy that you year after year draw up for yourselves, and so infrequently follow, are eminently practical in describing goods. We find that the whole truth, as far as we can determine it, is far more fascinating than the half truth."

Consumer freedom of choice: "We all believe it is the mainspring of our economic system. But the freedom of a blind man to match the colors of his costume are too limited for our time. Uninformed choice is not free."

"Unplanned obsolescence": "Goods carrying tags of $85 to $300 or $400 are too often as carelessly and sloppily understood by their makers as they are constructed. So how could you in advertising know what to say about them?"

■ Mr. Warne's comments on advertising were answered on the spot by Dexter M. Keezer, economic adviser, McGraw-Hill Publishing Co., the next scheduled speaker. Mr. Keezer pointedly opened his remarks with the greeting, "Fellow shell game operators."

He plunged directly into an exposition of the role of advertising in an economy of abundance. "The purchasing process is not automatic," he said. "The very fate of our economy depends on how well admen do their job."

He warned that "a government which fails to stress the importance of more and better selling as an antidote for recessions is neglectful of the general economic interest and a victim of thoroughly obsolete economic thinking.

"The hallmark of good government is also to see that the role of selling as a basic economic process is understood and appreciated. In these times, encouragement of the creation of reserves, to be used for more and better selling to combat recessions, would make rather better economic sense than the creation of reserves for public works and recession relief," he said.

■ "In this economy of abundance the art of selling, including everything from product design through advertising to doorbell pushing, emerges as a basic economic process. The truth of this proposition is not altered by the fact that in the process of selling in the U.S., too much hokum, flimflam, vulgarity and occasionally downright deceit persist."

He had some comments too, on the failure of business management to use advertising effectively as a counter-recession weapon:

"Many economists have argued that because the volume of sales and the volume of advertising have both tended to go down during recessions, the idea that advertising can be effective in increasing the total volume of sales is largely a myth.

"However, what this companionship between sales volume and advertising volume during recessions may much more truly demonstrate is that in most American corporations the managers controlling sales and advertising remain pretty well down the corporate totem pole, where their budgets can be cut in the face of adversity without any surely effective protest on their part.

■ "This state of affairs is one of many business and economic hangovers from the time when coping with scarcity was the central business and economic problem. In our economy of abundance, it is the hallmark of a well conceived and managed company to have the officer in charge of the selling program right up at the top of the company hierarchy."

Self Regulation

The main discussion of "self regulation" raged yesterday, beginning with the luncheon speech by Chairman Dixon.

The FTC chairman said bluntly: "You would be doing your industry and the American people a very great service if, routinely and automatically, your first appraisal of an advertising idea would concern its fairness and honesty. Then, if the idea has even a suggestion of a bad smell, throw it away. You'll save time and trouble if you search for another idea that you—and we—won't have to worry about."

While Chairman Dixon listed procedural reforms which he will use to speed FTC's operations, he steered clear of the injunction proposal, which he has supported, but which requires legislation. Among the procedural moves which he emphasized was increased use of the "investigate by mail" technique to collect information on an industrywide basis in order to move more rapidly and equitably against widespread offenses.

■ Tough policing, he said, is the backbone of voluntary compliance with law. Neither FTC nor all the other law enforcement agencies can cope with all the potential offenders, so the very life of our competitive system derives from self imposed morality, he conceded.

The new chairman said he can advise AFA with assurance that he and his fellow commissioners "place little stock in evangelism as a substitute for law enforcement." While it is useful to educate business men to their legal responsibilities, he said, he is inclined to believe that few indeed are the misrepresentations for a product that are made through ignorance or naivete.

"Both advertiser and advertising agency know perfectly well when they are engaging in illegal brinkmanship in exaggerating claims for a product or falsely disparaging competing products," Chairman Dixon said.

"I would venture to say that, except for a scattering of out-and-out rascality cases, every false advertising case we prosecute will have been the result of unsuccessful brinkmanship on the part of the advertiser or his ad agency, or both. I would go further and speculate that had the law violator spent the same amount of money on effective advertising, so phrased as to be well within the law, the pulling power of the legal ad would have been little, if

(Continued on Page 100)

AFA Meeting . . .

any, less than the one that got into trouble."

■ The afternoon panel on self regulation was off on a provocative note, when Mr. Zern delivered his smartly worded defense of government regulation. When he sat down, Mr. Hotvedt, who was presiding, read a prepared rebuttal, which he carefully labeled as his personal views.

In his statement, Mr. Zern quipped, "I realize that in certain circles it's fashionable to regard government regulation—of almost anything—as the moral equivalent of amebic dysentary or a two-to-one martini or non-commissionable billing. And frankly—because I'm aware to which side of my bread the 70¢ spread is applied—I made a serious effort to project myself into that point of view, if only for the duration of this convention."

Hotvedt
Shupert
Fish
Cunningham
Proud
Cosse

AFA OFFICERS—*Some of the new team of officers of the Advertising Federation of America were gathered for this photo at the organization's banquet in Washington. Flanking John P. Cunningham of Cunningham & Walsh, newly elected chairman, are James S. Fish of General Mills, retiring chairman; AFA President C. James Proud; and Burton Hotvedt, Brady Co., Milwaukee; Perry Shupert, Miles Laboratories, Elkhart, Ind.; and Clayton Cosse, Dora-Clayton Agency, Atlanta, vps.*

One reason he favors government regulation, he said, is "that I've been brainwashed.

"I'm conditioned to government regulation in almost all my day-to-day activities—even in such vital areas as trout fishing and duck shooting."

■ He ticked off familiar areas of government regulation—drugs, food, railroads, lawyers.

"I think one of the reasons that so many of us in advertising have such dreadful inferiority feelings is that we are one of the few groups that are still relatively unregulated. We feel neglected," he said.

Mr. Zern argued that a very large percentage of the public takes claims at their face value, without questioning them. "When somebody tells them canned orange juice is better for their children's teeth than fresh orange juice, or that a certain toothpaste can protect them from tennis balls, or that Dwight Eisenhower was a dedicated agent of the Communist party, they believe it.

"Nevertheless, these people are American citizens—they pay taxes—they obey the law—they cross streets on the green light—and I think they are entitled to the protection of the government they support.

"The government protects them from a tiny but dishonest minority of stockbrokers. It protects them from a tiny but dishonest minority of food and drug manufacturers. I hope it will continue to protect them from a tiny but dishonest minority of advertisers and advertising men."

He recalled that 25 years ago, when he first became a copywriter, the government stopped a campaign he was involved in for a "concentrated beefsteak," which was "built around the slogan 'Like a cow in every cup.'

"I recall my pleasure in discovering that in my country," he said, "the government refused to tolerate dishonest and deceptive advertising, especially about something as essential as food."

A second reason why he said he does not fear government regulation is that at no time has he felt government was cramping his style. "When I've resisted temptation," he said, "it wasn't for fear of the FTC."

■ Like FTC Chairman Dixon, he insisted: "Let's come right out with it and admit that when we say 'government regulation' we almost always mean government interference with campaigns or copy themes or tv demonstrations that are designed, usually deliberately, to mislead or deceive the public."

Mr. Zern contended: "I think the reason most of us resist that natural temptation to use deceptive ads—natural because we're always in fear of competition, and we like to win—is not fear of any government agency, but something more important and more positive. I think we have too much respect for the institution of advertising to debase it by misusing and abusing its great power."

■ Rising at the conclusion of Mr. Zern's remarks, Mr. Hotvedt read his personal "communique from the advertising battlefront," pointedly remarking that "some men concerned primarily with creativity may not be aware of the great dangers we face." These men are honest and have no personal cause to fear regulation, he said. But they must recognize the real danger "transcends the level of fish and game law implementation." He listed these threats:

- The danger of injunctive relief—"One of the most rapacious legal devices which a frenetic government can utilize to impose its will without the due process of law."
- Censorship through taxation.
- Inquisition via direct mail techniques and undue invasion of private data—a reference to FTC's investigate-by-mail procedure, first developed by former FTC Chairman Earl Kintner and now being used extensively under Chairman Dixon.
- Potential throttling of mass communications media by postal action to "destroy their economic ability to fulfill their role in disseminating know-how and zeal for our intensified global struggle."

■ After alluding to the attacks which advertising has faced from "superficially researched half truths" in best-selling books, he turned to the threat from government, contending "the advertising business is not receiving sufficient public credit" from the government for the way it has met the challenge to intensify self regulation.

"Our advertising bodies have proved that they are not eating-drinking-marching societies. Our priceless contributions to public welfare, as documented by our Advertising Federation chapters, should earn the praise of the clergy, educators, government and social welfare administrators, who today are among the vicious critics."

Fresh from the luncheon where FTC Chairman Dixon played down the usefulness of "evangelism," Mr. Hotvedt snapped that advertising was able to meet the crisis of the quiz show and payola scandals because self regulation is not a new activity for admen.

■ "We needed only to intensify our internal evangelism and further implement regulatory bodies which we helped conceive originally," he said in opening the discussion of self regulation. "Let us not sell evangelism down the river just because a few legalistic brains underestimate the power of the human spirit to achieve good without the methodology of totalitarianism."

While the President "graciously commends" our dynamic economic and social force, he said, "administrative spokesmen" of lesser rank, and legislators who carry frightening anti-business torches, continue to harass us.

"Perhaps present administrators have not been in their jobs long enough to know that we have been doing a great work of housekeeping. Perhaps we should forgive them for wanting to burn down the house to get rid of a few spots on the wallpaper."

■ Former FTC Chairman Kintner also took some licks at Mr. Zern. He said solemnly that no one who speaks that way can possibly understand the lengths that some foes of advertising would go in regulating it.

But Mr. Kintner also said: "To argue against effective self regulation is not to argue against effective enforcement of existing laws. Honest advertisers can only applaud vigorous enforcement efforts to proscribe the activity of dishonest competitors," he said. "However, honest men and women connected with advertising can and should insist that governmental enforcement be fair, as well as firm."

Turning to proposals that Congress give FTC the power to issue injunctions against ads which are under attack, he cautioned: "An injunction is an extraordinary remedy. The consequences can be harsh in unforeseen ways. The courts of the Anglo-American legal system traditionally have used this extraordinary power with great caution."

■ While public interest is not served by continued dissemination of questionable advertising, he said, "On the other hand, a power susceptible to indiscriminate use and abuse must be approached with caution."

Endorsing Chairman Dixon's efforts to speed up FTC procedures, he said any extension of injunctive relief remedies should be delayed until FTC has tested all reasonable means to eliminate delay in hearings.

"Even if it be demonstrated that the injunctive power should be expanded, I would suggest that the initial extension of power be limited to an authorization to the commission to apply to the courts for a preliminary injunction.

"Adherence to this procedure," he pointed out, "would allow the respondents the opportunity for an impartial hearing in the district in which they reside or transact business, a procedure consistent with traditional concepts of fairness."

■ Mr. Bruce, director of advertising of Purex Corp., argued that responsibility begins at home, with the advertiser.

He summarized Purex advertising policy, emphasizing the principle, "Advertising is also one of our products, and the least we can do—regardless of what our competitors may do or how they may tempt us into retaliation—is to apply the same policy to it that we do to Purex products."

At Purex, he said, the advertising office cannot approve each piece of advertising, but it nevertheless is responsible for seeing that the company policy is carried forward.

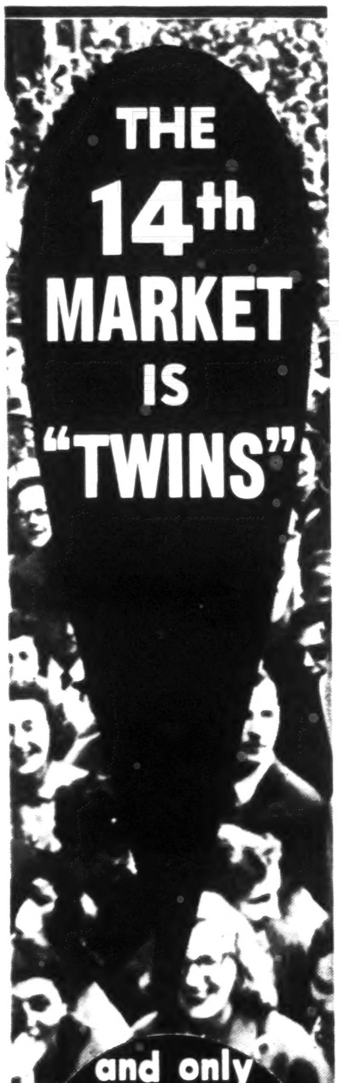
Gallup-Robinson's television impact study adequately supports the contention that commercials based on good taste are on the whole extremely effective in communicating product ideas to consumers, Mr. Bruce said. =

Kentucky Fried Chicken to Have Page in June 20 'Look'

A coupon worth $1 toward the purchase of a family-size bucket of fried chicken—normally retailing for about $3.75 at the company's outlets—will be featured in a two-color page by Kentucky Fried Chicken in the June 20 *Look*, east central zone edition. Franchisees of the company will get point of sale materials. Nelson Stern Advertising, Cleveland, is the agency.

General Mills Adds Noodles

Betty Crocker Noodles Romanoff, egg noodles in a cheese sauce, will be introduced by General Mills this month in Peoria, Ill., and Hartford, Conn. It is an addition to its line of Betty Crocker Cookbook Dishes, consisting of mashed, scalloped and au gratin potatoes. Advertising will begin in mid-June with four-color r.o.p. newspaper pages and a tv spot campaign in the two markets. Sunday supplements will be added July 9. Knox Reeves Advertising, Minneapolis, is the agency.



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The Aim of LIFE

You will see some changes in this week's LIFE. One change you may notice at once: the familiar red band is gone from the bottom of the cover. And as you go on through the magazine, you will find several changes in typeface and page layout.

These are meant, of course, to quicken and sharpen communication between printed page and reader's eye.

You may also be aware of new groupings of the editorial and advertising pages. The purpose is to give more clarity to the pattern of the magazine, more space to LIFE's major stories.

* * * *

We seek to strengthen LIFE's graphic presentation for one simple reason: we believe LIFE has increasingly important work to do.

Just a year ago this week, LIFE began a series of articles on "The National Purpose" of the United States. Twelve eminent Americans—including both candidates for the presidency—wrote in LIFE what Americans must do to help our nation make the most of its greatness. Their reflections were diverse and far ranging.

One of LIFE's authors, General David Sarnoff, summed up this way:

> "Our message to humankind must be that America has decided, irrevocably, to win the Cold War and thereby to cancel out the destructive power of Soviet-based communism."

Another writer, John Gardner, president of the Carnegie Corporation, struck still another theme:

> "The men who founded this nation," he wrote, "knew that in a world largely hostile to the ideas of freedom, a free society would have to prove that it is capable of, and worthy of, survival. The requirement is unchanged today. Free societies must prove their vigor. . . . Above all, they must prove . . . their capacity *to achieve excellence*."

And America seemed to agree. Now that the returns are in and the consensus analyzed, it is apparent to the editors of LIFE that the national goals of our country can be stated in these two propositions:

1) Win the Cold War.
2) Create a better America.

Can a magazine presume to say that it will help win the Cold War, help create a better America? It cannot presume otherwise. Listen to President Kennedy:

> "The great organizations of communication . . . in this country have an obligation and a responsibility unequaled in our national life, and basic to our national future."

* * * *

In its first 25 years LIFE has dedicated itself to enlarging communication among the American people through the revealing power of picture journalism.

Not only was the idea of telling a news story in pictures quite new in 1936 but journalism was the prisoner of professional superstitions. Many of the most significant concerns of human life were things a mass magazine simply wasn't supposed to talk about. For instance: Art—too highbrow; Religion—too controversial; History—too dull; Science—too complicated. These subjects were to be seen or discussed only in the limited-circulation special-interest publications.

Today LIFE is an outstanding reporter on all these subjects. Week after week LIFE brings beauty and knowledge and understanding to more than twenty million receptive American homes.

In so doing, LIFE has developed a reservoir of experience and technique in the graphic arts of photojournalism which no other publication can draw upon. It has created the world's best staff of photographers, reporters and correspondents, deployed in every important news center of the world. It has devised a production schedule unmatched for speed and geared to the swift interpretation of current events while they are still current.

* * * *

Thus the first 25 years of LIFE.

For the next 25 years, therefore, what better dedication could there be for LIFE than the fulfillment of National Purpose and the pursuit of excellence in our American civilization?

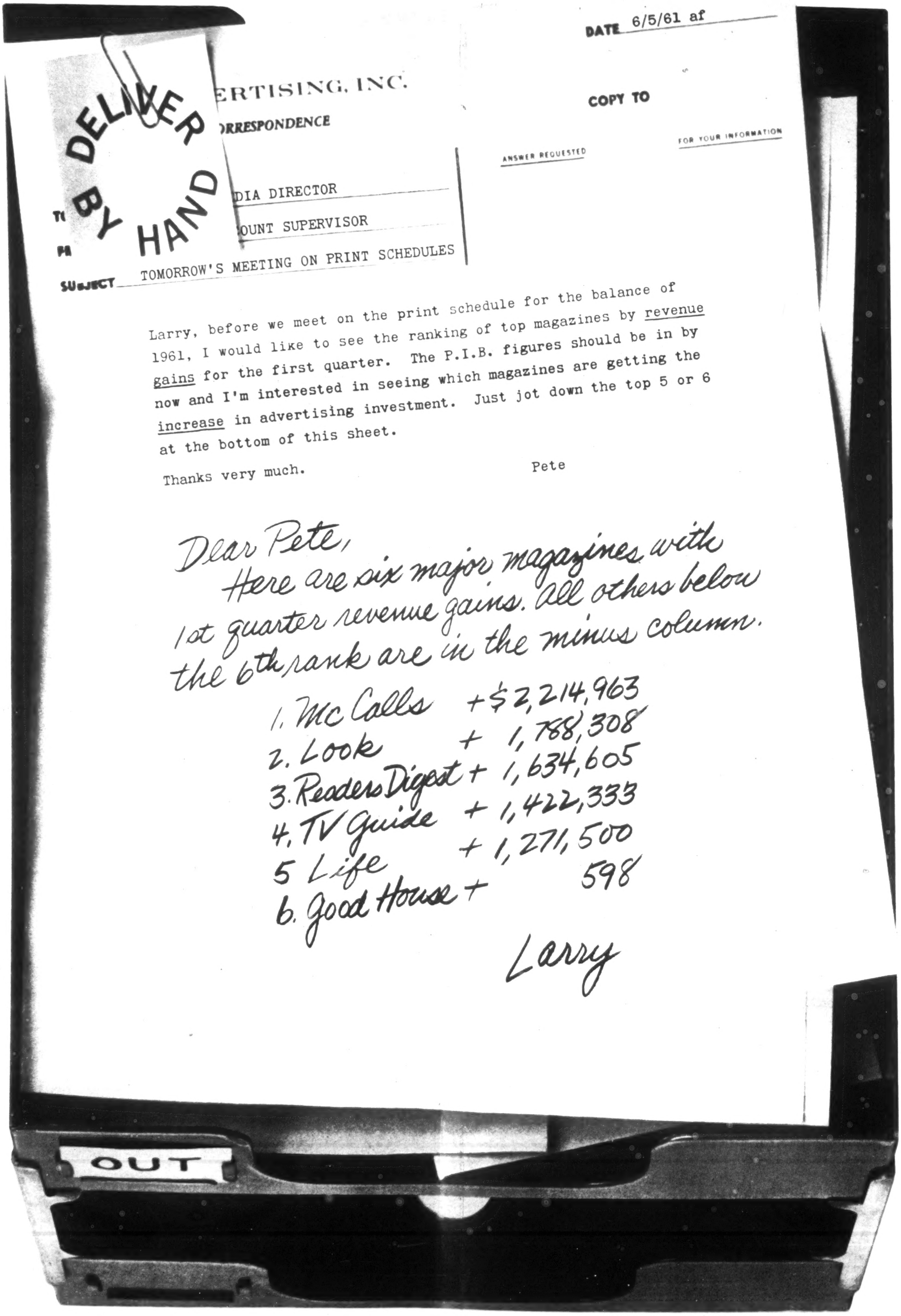
So, for the next 25 years, it is the aim of LIFE to be these things:

A great magazine of Events and Politics.
A great magazine of History.
A great magazine of Religion.
A great magazine of Science and Nature.
A great magazine of the Fine and Lively Arts.
A great magazine of Sport and Adventure.
A great magazine of Better Living.

In all these things LIFE dedicates itself to being a lively instrument of the National Purpose, to helping the people of America recognize their deepest aspirations and work unceasingly toward that fulfillment.

C. D. Jackson, *Publisher*

LIFE



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T DIA DIRECTOR

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SUBJECT TOMORROW'S MEETING ON PRINT SCHEDULES

Larry, before we meet on the print schedule for the balance of 1961, I would like to see the ranking of top magazines by revenue gains for the first quarter. The P.I.B. figures should be in by now and I'm interested in seeing which magazines are getting the increase in advertising investment. Just jot down the top 5 or 6 at the bottom of this sheet.

Thanks very much. Pete

Dear Pete,

Here are six major magazines with 1st quarter revenue gains. All others below the 6th rank are in the minus column.

1. McCalls	+$2,214,963
2. Look	+ 1,788,308
3. Readers Digest	+ 1,634,605
4. TV Guide	+ 1,422,333
5 Life	+ 1,271,500
6. Good House	+ 598

Larry